

five FARM to INSTITUTION
NEW ENGLAND

NEW ENGLAND FARM TO INSTITUTION METRICS DASHBOARD

Nessa Richman, Kaitlin Haskins & Thai Ha-Ngoc
November 13th | NESAWG Conference



Working to get more New England grown food into
schools, hospitals, colleges and other institutions.



ABOUT

- I. THE PROJECT
- II. THE TEAM

THE PROJECT



Farm to Institution New England's Shared Metrics Project is a major data-driven overview of the farm to institution food market chain.

Covers the supply chain from production to distribution and consumption. Focus is on three institutional sectors: schools, colleges and hospitals.

PROJECT TEAM

WORK TEAM

Coordinator: Nessa Richman, FINE

Communications: Kaitlin Haskins, FINE

Consultant: Lydia Oberholtzer, Community & Food Systems Resources

Associate: Thai Ha-Ngoc, Henry P. Kendall Foundation

Data Visualizations: Scott Sawyer, Vermont Farm to Plate Network

ADVISORY TEAM

Peter Allison, FINE

Molly Anderson, College of the Atlantic

Courtney Bourns, Henry P. Kendall Foundation

Cris Coffin, American Farmland Trust

David Conner, University of Vermont

Jill Fitzsimmons, University of New Hampshire

Gemma Gorham, Brown University

Christine James, John Merck Fund

Dawn King, Brown University

Jiff Martin, University of Connecticut

Jennifer Obadia, Health Care

Without Harm

Jeff Piestrak, Cornell University



DATA

I. SECONDARY DATA

II. PRIMARY DATA

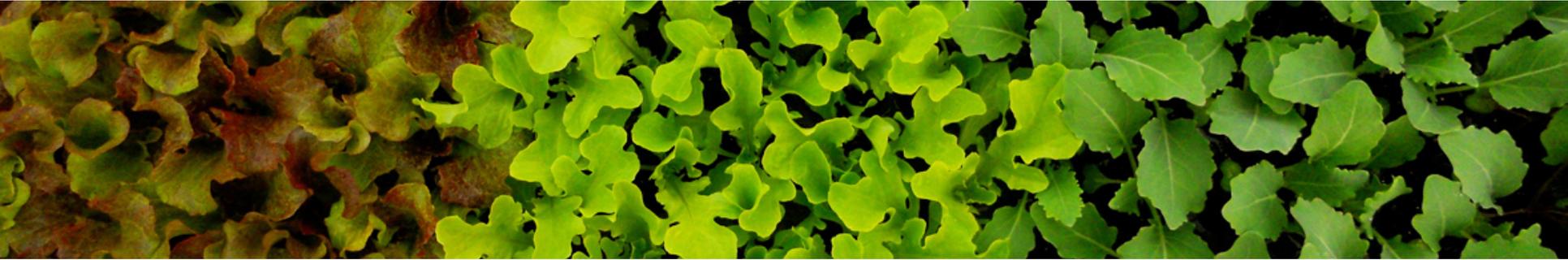
- Distributor Survey
- Farm to College Survey
- Producer Survey

SECONDARY DATA



- USDA list of food hubs
- USDA Census of Agriculture
- USDA Organic Producers survey
- USDA ERS Food Atlas
- USDA KYF2 Compass
- Wallace Center Food Hub survey
- Vermont Food Atlas

PRIMARY DATA



- Food distributors survey
- College and university survey
- Producer survey
- Health care survey (with Health Care Without Harm)

DISTRIBUTOR SURVEY

Food Distribution in New England

- Fielded: Summer 2015
- Implementation: Sent by email, with phone follow-up/ offer to manually complete while on phone
- Major obstacles: phone follow-up time and effort
- 56 useable responses



FARM TO COLLEGE SURVEY

Colleges & Universities in New England

- Fielded: Summer/Fall 2015
- Implementation: sent by email with a set of 2 email and 2 phone follow-ups
- Major obstacles: timing was an issue, lots of dirty data
- 105 useable responses



Food service staff prepping breaded local fish for a seafood dinner. Photo by UNH

PRODUCER SURVEY

Food Production in New England

- Survey: reviewed by Advisory Team, wholesale readiness TA providers, other key individuals
- Implementation: planned for January-February; working with state departments of ag, extension services, wholesale readiness TA providers

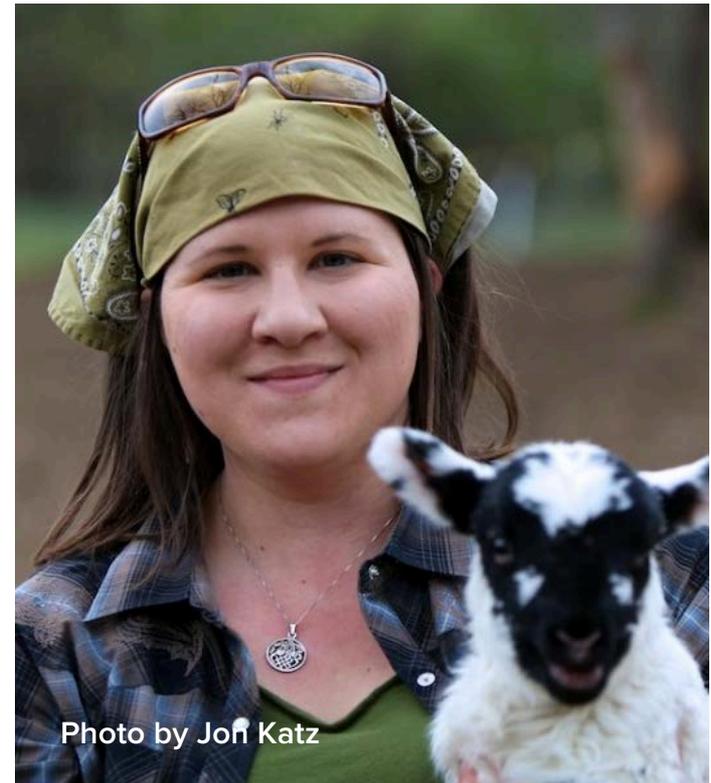


Photo by Jon Katz

DASHBOARD

I. TOUR

II. OUTREACH



Photo by Health Care Without Harm

THE DASHBOARD!

DASHBOARD.FARMTOINSTITUTION.ORG

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[Landing Page](#)

[Supply Chain Indicators](#)

[Supporting Metrics](#)

[Resources](#)

[Data Sources](#)

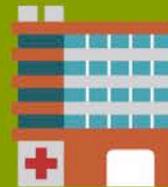
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FARM TO
SCHOOL



FARM TO
COLLEGE



FARM TO
HEALTH CARE



FOOD
DISTRIBUTION



FOOD
PRODUCTION



ACCESS OUR DATA
SOURCES TO DELVE
IN EVEN DEEPER >

HIGHLIGHTS

Number of people who eat at institutions per day:

3.8 million

Dollars spent on local food by institutions per year:

\$78 million

Average percent of an institution's food budget spent on local food:

16%

Food distributors selling local food to institutions:

48%

Institutions growing food in campus gardens or farms:

30%

*Institutions = New England K-12 public schools, colleges & universities, & hospitals
** Numbers come from surveys that represent sample populations, not census data

OUTREACH

Our plan for getting the word out

- Presentations at key state, regional and national events (e.g., federal and regional NASDA meetings)
- Briefings for governmental agencies by request starting Winter/Spring 2016
- Every time we release a new report or make a major update, we'll announce it through our newsletter list (join by visiting www.farmtoinstitution.org/newsletter)

You can help!



Photo by UNH

CLOSING

- I. NEXT STEPS
- II. CONTACT INFO

NEXT STEPS

Up next for the shared metrics project

- Hard launch of dashboard!
- Advisory Team will meet in early 2016 to make recommendations for year two
- Potential areas of focus for year two: food processing, food waste, food access and justice
- We'll be thinking how to show change over time

CONTACT INFO

Keep in touch!

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