

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

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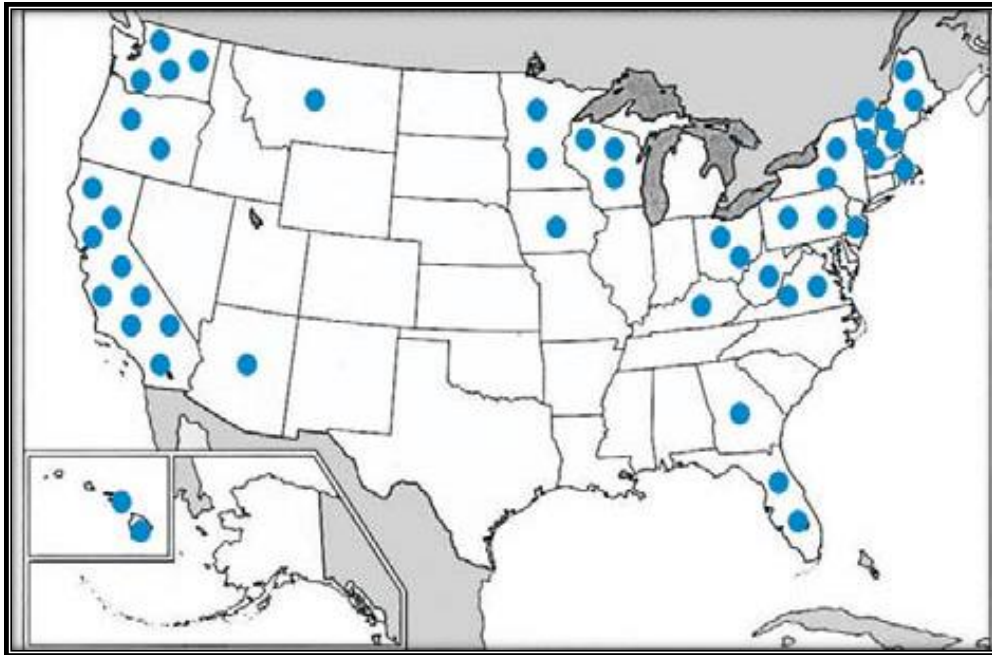
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# Mapping a Campus Food System – Key Questions

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



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

Year farm was established	f*	%
Prior to 1979	18	38.3
1980-1984	1	2.1
1985-1989	0	0
1990-1994	5	10.6
1995-1999	8	17
2000-2004	8	17
2005 or later	7	14.9
*(n=47)		

Leis, A., Whittington, M. S., Bennett, M., & Kleinhenz, M. (2011). Student farms at United States colleges and universities: insights gained from a survey of the farm managers. *NACTA Journal*, 55(1), 9-15.

# 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

Requested field map- new field ID and acreage



# Political & Financial Capital



Award No.:  
2009-00879

Civic Agriculture & Food  
Systems Minor  
USDA Higher Education  
Challenge Grant

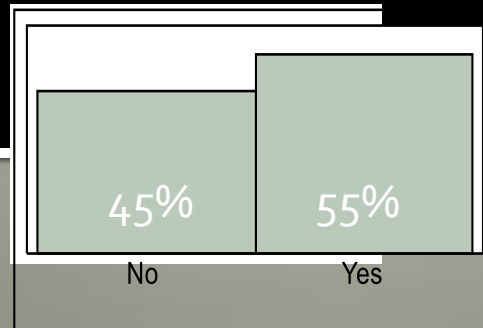


# Survey Methods

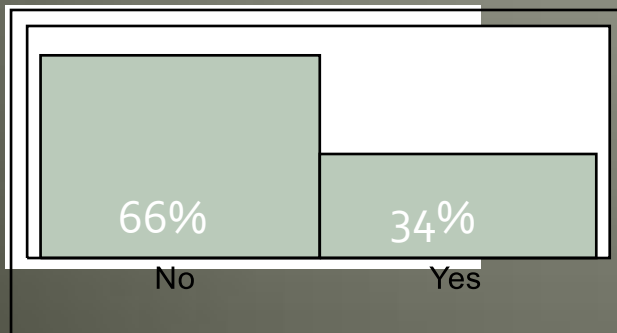
- 20 Question Survey
  - IRB approved
  - Piloted web-based to HORT classes
- Distributed Surveys at Dining Hall
  - M,T,W April 23-25, 2012
  - Owens & D2 - Lunch & Dinner
    - 150/period 2hr shifts 4x (n = 600)
    - Voluntarily returned to drop boxes at exit
  - Total returns = 302 (50.3% returned)

# Project Awareness

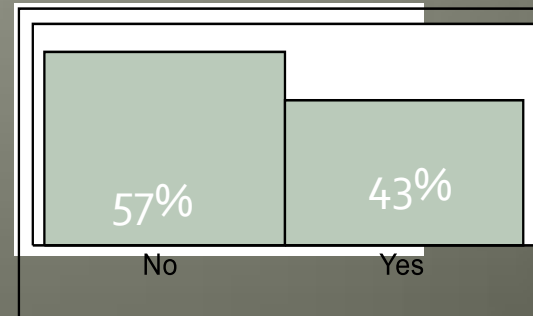
**Did you know the VT Dining Garden at Kentland Farm Supplies produce to F&F?**



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



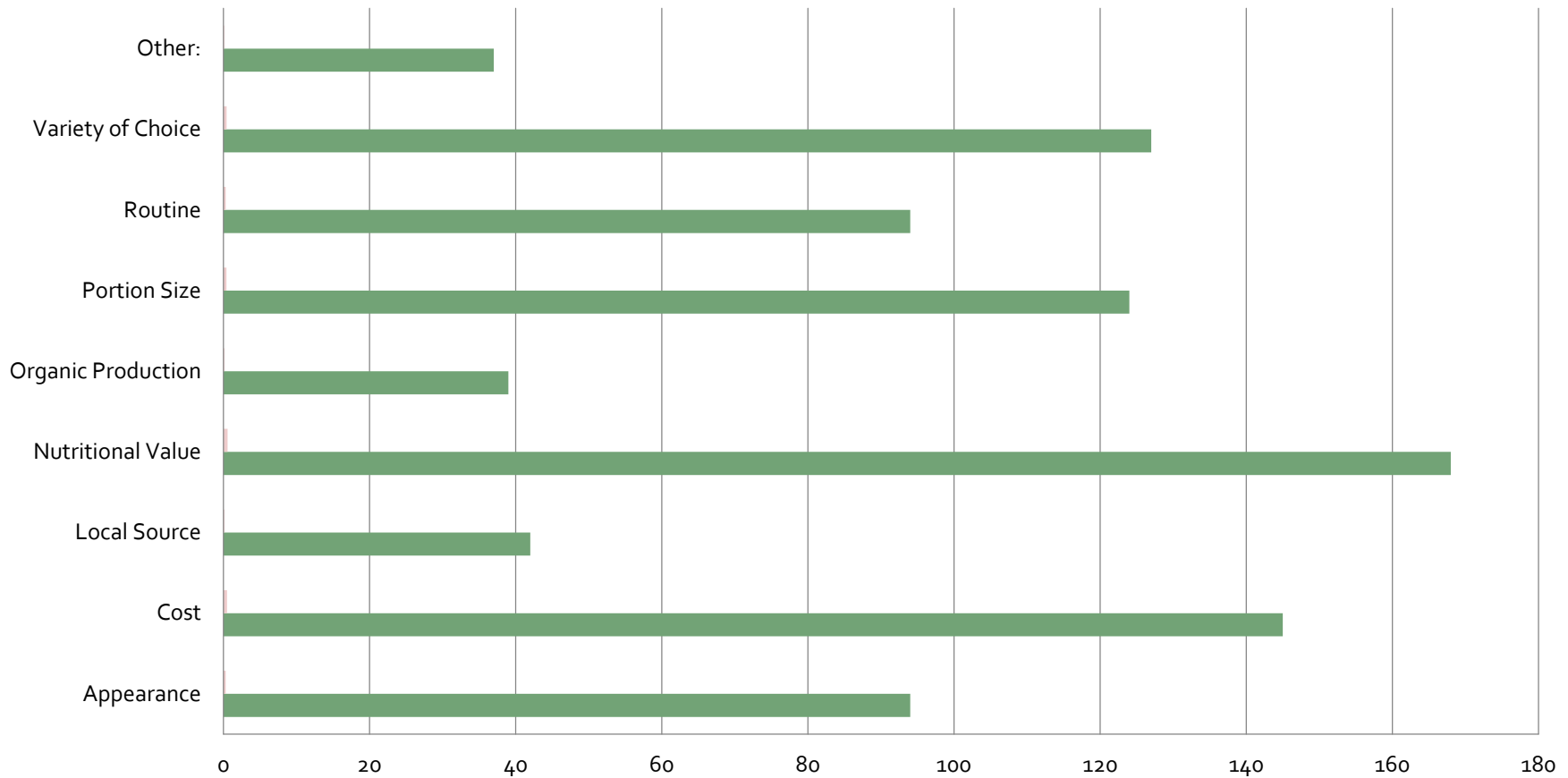
**Did you know that students are involved in management & production?**



**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?



	Appearance	Cost	Local Source	Nutritional Value	Organic Production	Portion Size	Routine	Variety of Choice	Other:
%	31%	48%	14%	56%	13%	41%	31%	42%	12%
n	94	145	42	168	39	124	94	127	37

# Building Partnerships and Relationships

## Kentland Farm

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



3 Acres  
20+ Crops  
Mixed Organic  
Vegetable Production  
2 Full Time Managers  
5-8 Crew Members  
Volunteer Groups

## 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

# Bringing Students Closer To Their Food



# Acknowledgments

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