

How Maryland Universities Purchase Local Food

What is a farm-to-institution profile?

Institutions such as hospitals, universities, K–12 schools, government facilities serve large number of people on a daily basis, and their cafeteria budgets are significant. A farm-to-institution profile is a snapshot that shows us what portion of an institution’s food budget goes toward the purchase of local products. As institutions begin to pay attention to purchasing local products, which boosts the local economy, it is important to understand how food-sourcing can act as a lever for change—for Maryland’s economy, environment, and public health.

Why is this farm-to-university profile important?

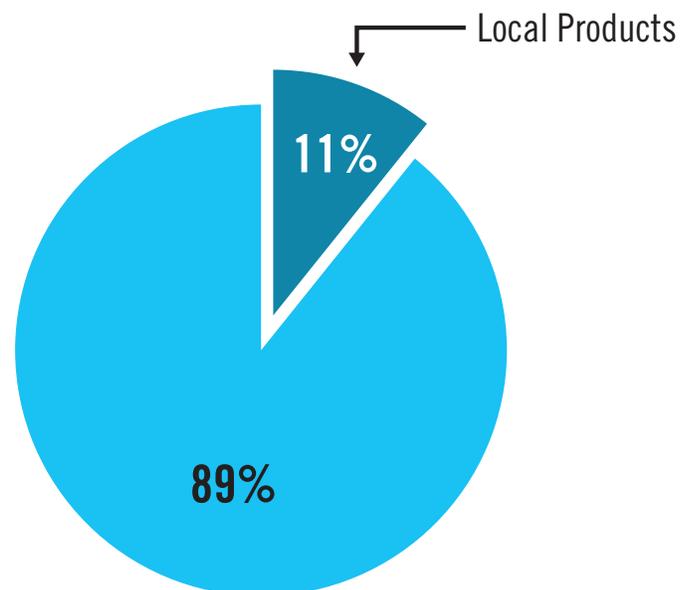
College students have a reputation for being concerned and outspoken advocates on many issues, including food. Sometimes there are even student-led groups focused on food issues that work with university dining services in order to get local options on menus. **Many universities are responding to student demand to source more local options.** This profile will help provide a context for how Maryland major four-year universities and colleges can source local food to benefit their students and local communities.

Survey Data

These data were collected through a survey created by the Johns Hopkins Center for a Livable Future for the school year 2012-2013.

Maryland University Survey Responses	Summed Total	Average per University
Total respondents	9	
Enrollment (n=9)	103,169	11,463
Cafeteria meals served daily (n=9)	60,424	7,553
Catering meals served monthly (n=9)	48,910	6,113
Amount spent on food (n=6)	\$18,800,000	\$3,133,333
Amount spent on local (n=6)	\$2,019,000	\$336,500

Percentage of total food budget spent on local products



Farm to Institution Profiles {Universities}

Universities face challenge of demand when sourcing locally

University of Maryland in College Park (UMD) is Maryland's largest university, with more than 30,000 students and 26,000 meals served daily. This high volume makes it challenging to source directly from farms. One innovative way that **UMD works with local farms is to try out their products in their university food truck**, Green Tidings, which serves an average of 1,300 meals per week. This way, UMD can use farms that may not be able to meet the volume requirements of the large cafeterias but can supply smaller quantities, helping farmers increase production and connect with their main produce distributor. VISIT: <http://www.greentidingsmobile.com/#!> TO READ MORE ABOUT THE DESIGNATION "LOCAL FOOD."

By purchasing local food, universities could put millions of dollars back into the local economy.

If all 25 major universities in Maryland spent...

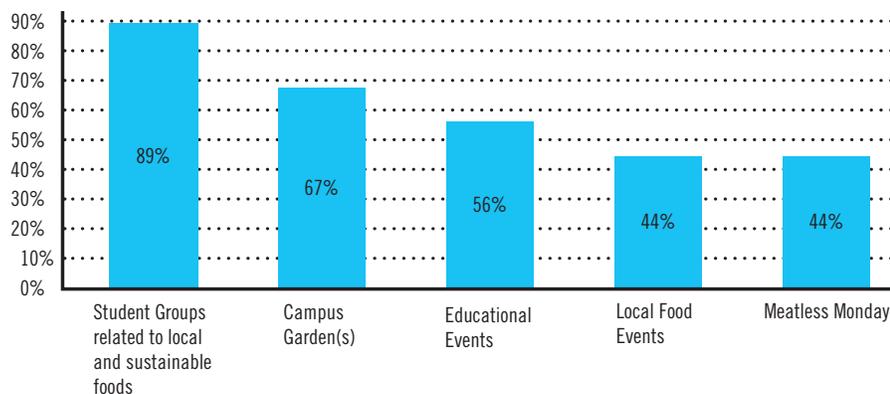
3% on local food	\$ 2,350,000
5% on local food	\$ 3,916,666
10% on local food	\$ 7,833,333
20% on local food	\$ 15,666,666
25% on local food	\$ 19,583,333

...would be put back into the local economy.

Survey Findings

- 8 out of 9 universities surveyed contract with an outside food service provider to run their dining services.
- Of the universities surveyed, the estimated food budget was approximately \$18,800,000. An estimated \$2,019,000 or 10.7% was spent on local food.
- By using the survey average, it is estimated that all major (25) universities in Maryland spend approximately \$78,333,333 on food.

Participation in additional local food initiatives



Data Sources

The data shown in the Maryland university profiles has been collected through primary and secondary sources listed below:

- Johns Hopkins Center for a Livable Future Survey, 2014
- Maryland Higher Education Commission, 2013
- Maryland University and College websites, 2014

VISIT: <http://mdfoodsystemmap.org/farm-to-institution/> TO READ MORE ABOUT METHODOLOGY AND SOURCES