FARM to INSTITUTION NEW ENGLAND



# NEW ENGLAND FARM TO INSTITUTION METRICS

## June 2015 Project Update

## ABOUT US

Farm to Institution New England (FINE) is a six-state network of nonprofit, public and private entities working collaboratively to strengthen our food system by increasing the amount of New England-grown and processed food served in our region's schools, hospitals, colleges and other institutions. FINE's vision is that every New England institution will preferentially purchase regionally produced food.

Our goals are to increase the use of New England-produced food by our region's institutions, which we anticipate will lead to more viable food and farm enterprises, good jobs and a strong agricultural economy in New England. We work to support a robust regional supply chain infrastructure and consistent access to affordable, healthy, regionally grown foods for institutional consumers.

**To learn more about the New England Farm to Institution Metrics Project, contact Nessa Richman at** nessa@farmtoinstitution.org **or visit** www.farmtoinstitution.org/metrics

## ABOUT THE METRICS PROJECT

The growth of the farm to institution market in New England depends on the hard work of hundreds of dedicated and skilled people and organizations. From policymakers to dining service managers to schoolteachers, they can all use the support of good data. The New England Farm to Institution Metrics Project, funded by the Henry P. Kendall Foundation and The John Merck Fund, has been established to collect and provide access to that data for all.

Our first step in measuring the impact of farm to institution initiatives in the region was to collaboratively develop a common set of key indicators. Our Advisory Team has assisted in the selection of key indicators, which fall into five categories:

## KEY INDICATOR CATEGORIES

**1) End of the Value Chain** (K-12 schools, colleges/universities, hospitals)
**2) Middle of the Value Chain** (distributors, food hubs)
**3) Beginning of the Value Chain** (agricultural producers)
**4) Programming & Leadership** (demonstrating the impact of regional farm to institution initiatives)
**5) Food System & Food Access** (illustrating the regional food system)

# INDICATORS

## Category 1: End of the Value Chain

- # of entities with farm to institution (FTI)
- # of individuals with access to FTI through these entities
- $ amount of local food purchased by these entities
- % of budget spent by these entities on locally sourced food
- # of farmers engaged in FTI through these entities (estimated)
- Top 5 products procured by these entities
- # of entities not procuring locally (market opportunity)
- # of entities buying directly from producer cooperatives; farmers markets; processors, manufacturers and distributors

## Category 2: Middle of the Value Chain

- # of distributors and other intermediaries — including food hubs — engaging in FTI
- $ amount of local food purchased by these entities meant for FTI
- # of local farmers from which intermediaries procure local product

## Category 3: Beginning of the Value Chain

- Impact on farm viability, change in product mix and acres, change in marketing, number involved in FTI
- # of organic farms engaged and % value in FTI by state and regionally
- # of farms that market products directly to retail outlets that in turn sell directly to consumers

## Category 4: Leadership & Programming Impact

- Increased funding for farm to institution in New England
- # of Real Food Signatory Campuses
- # of Food Corps across states
- # of university sustainability coordinators
- # of organizations working on FTI
- # of FINE partners
- Legislative policies that support FTI

## Category 5: Food System Impacts

- # of farms
- Size of farms (number of small and mid-sized farms)
- Acres in different types of production (e.g., fruits and vegetables)
- Farm income
- Farmer demographics (beginning/new farmers, women farmers)

*About the Metrics Project (continued)*

Detailed information about the indicators under each category is listed in the sidebar of this handout. This list is not exhaustive, but it is up to date as of now.

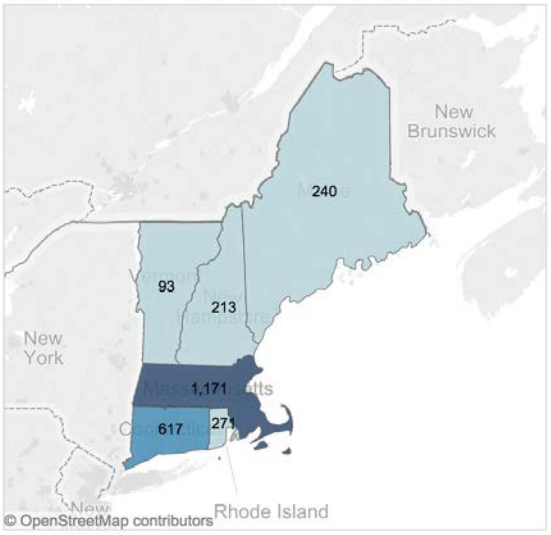
# FARM TO INSTITUTION METRICS DASHBOARD

FINE is developing an online interactive dashboard of key farm to institution indicators, scheduled for release in November 2015. The dashboard will be updated as new information becomes available, and an annual report will outline project progress, challenges and next steps.

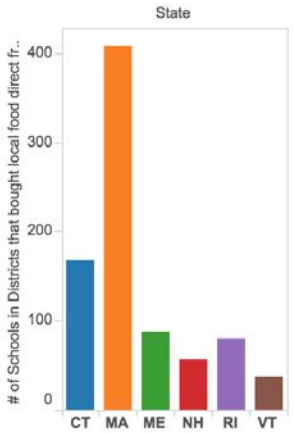
FINE is using secondary data sources including the USDA Farm to School Census, the USDA Census of Agriculture, and surveys fielded by Health Care Without Harm and the Wallace Center. FINE is also collecting primary data in order to fill data gaps, notably in the farm to college sector, at the producer level, and in the middle of the value chain (food distributors and hubs). The dashboard will also feature a comprehensive database of related research being done by partners.

**This dashboard prototype illustrates how data visualization will be used to communicate farm to institution metrics.**

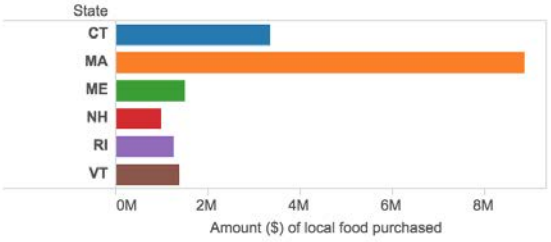
School Districts with Farm to School Program



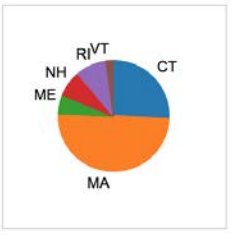

# School Districts Buying Local Food Direct from Producer




$ Local Food Purchased




# Students




Total # of Students

1,477,872

Source: National Farm to School Census 2012