

## BACKGROUND

Food waste and food insecurity are highly prevalent and contribute to massive economic losses. Food insecurity is defined as uncertain or limited access to wholesome foods, arising typically from financial instability, and resulting in reduced food intake, poor dietary habits, and impaired nutritional status and early development in children. **Nearly 20% of Americans suffer from food insecurity.**

**Almost 1 in 5** students suffer from moderate food insecurity. **Up to 57%** of these students experience food insecurity for the first time upon entering college. Food waste in the US is **estimated at 31%** at the retail and consumer level.

### Fruit and Veggie Up!

Fruit and Veggie Up was established to help the campus and community contribute to greater food access and reductions in food waste. We have 3 main objectives:

- 1) Fill the need to access FREE PRODUCE
- 2) Help local vendors offload excess produce
- 3) Help students enroll in CalFresh



## 2017-2018 GOALS

Our overall objective for FVU for 2018 was to enhance operational capacity and sustainability for a growing campus. Our specific goals were:

1. **Expand operations**
  1. Recruit additional vendors, increase produce offered, increase student participation
  2. Assess operational barriers
2. **Standardize daily operations and optimize volunteer recruitment**
  1. Increase # of volunteers
  2. Develop SOPs and new training methods
3. **Enhance data collection and management**
  1. Create new database
  2. Identify new variables and coding schemes
  3. Establish new data collection protocols
4. **Establish permanent home and link FVU to critical services**
  1. Connect with ASUCD to petition for permanent funding stream
  2. Identify permanent facility for enhanced distribution



## HOW IT WORKS

- We take donations from local vendors/farms.



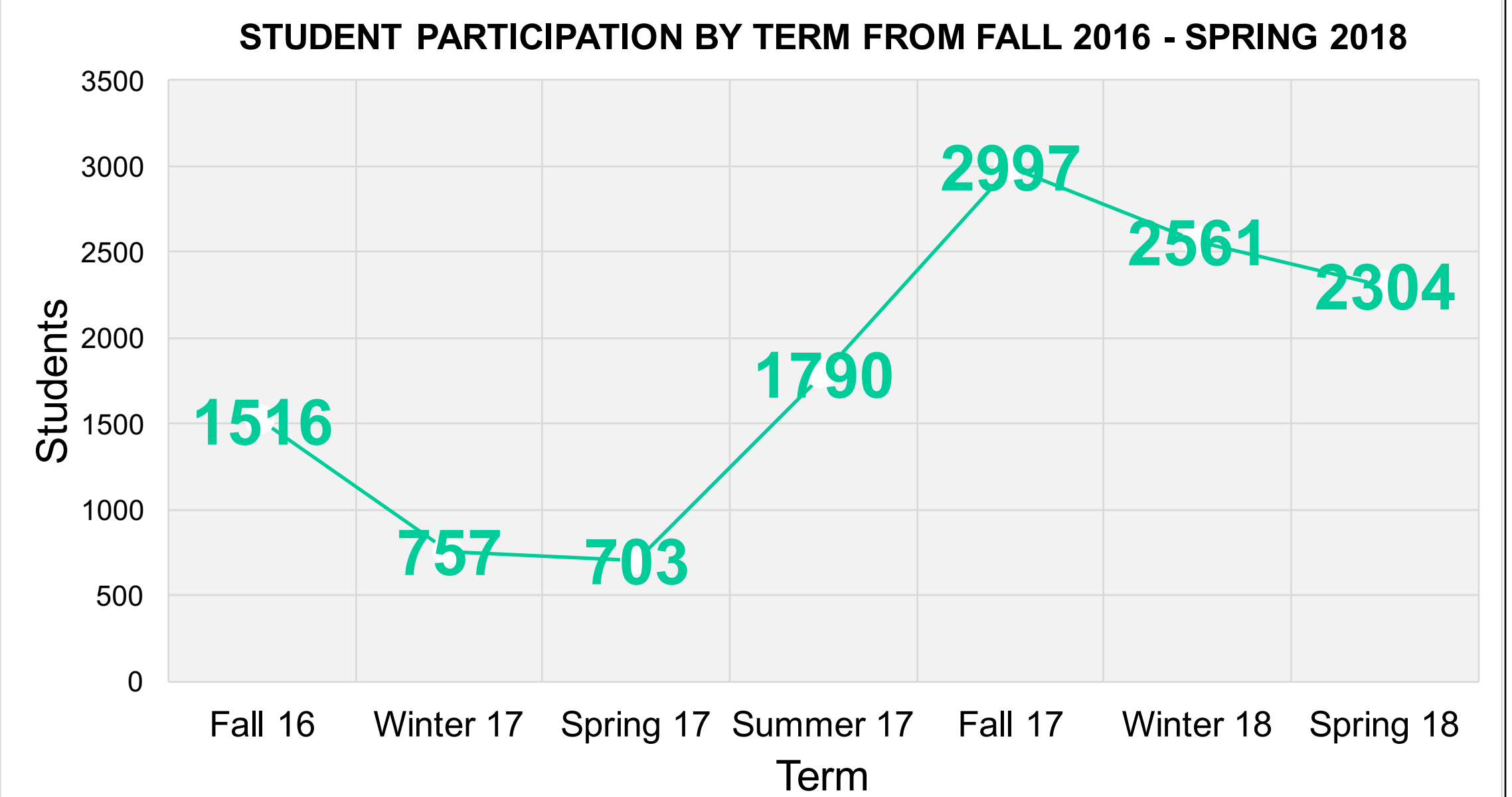
- Partners set aside excess produce in special bins
- Student volunteers drive to these locations and collect bins of produce (from Artichoke to Zucchini)
- The Student Farm and Tandem Farm deliver fresh picked fruits and veggies
- We offer produce to students through twice weekly distributions.
  - To receive produce, students may swipe their IDs
- CalFresh representatives are on staff to help students enroll in Supplemental Nutrition Assistance Program.



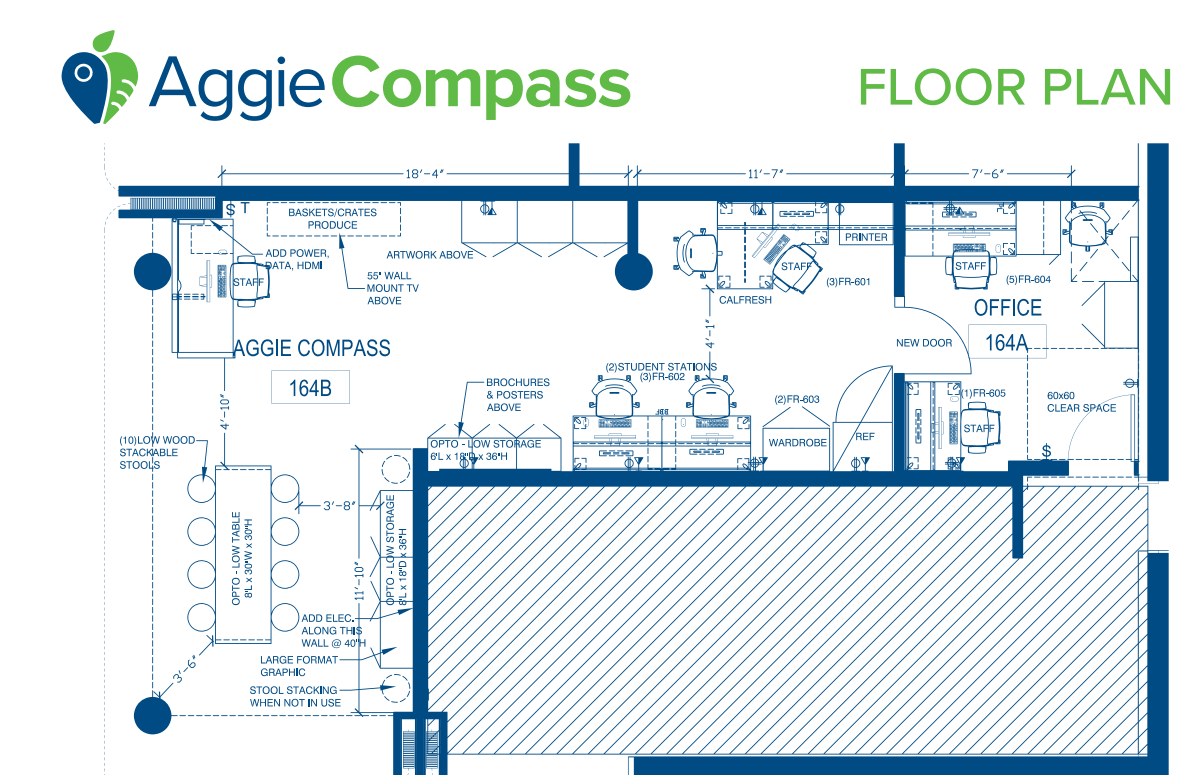
## RESULTS cont'd

We implemented new outreach campaigns through Marketing and Communication

- Created Instagram presence with #FVU
- Increased offering of FVU swag (spatulas, plastic ware)
- Increased student participation from 3000 to over 12,000 in one year



Established a new permanent home for FVU by lobbying ASUCD and linking with the Basic Needs Initiative

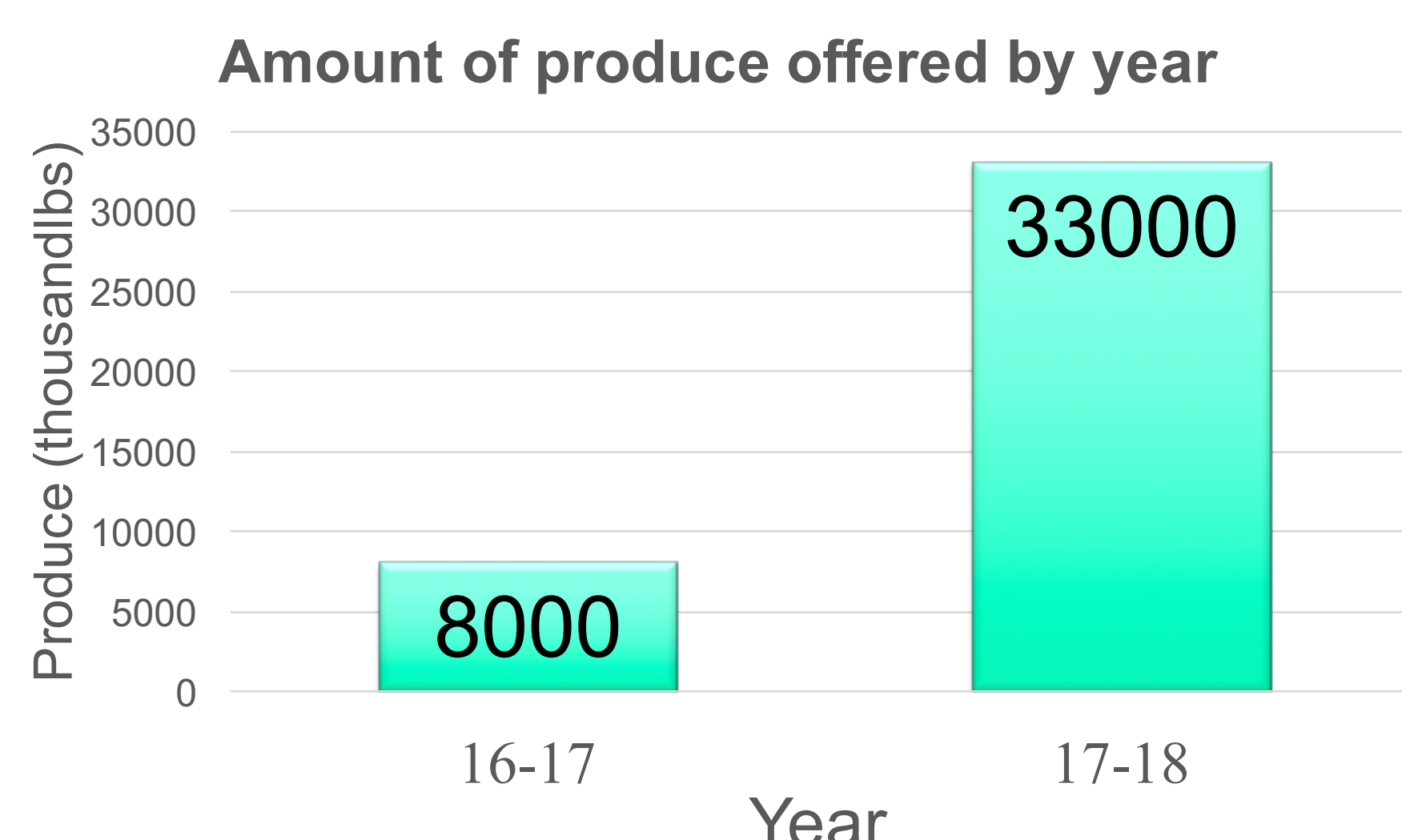


### ADDITIONAL ACCOMPLISHMENTS

- Created new database for tracking student participation and vendor donations
- Lobbied for paid student positions
- Increased student volunteer staff from 4 to 12
- Acquired brand new distribution equipment
- Established permanent CalFresh presence

## RESULTS

- January 2018, we welcomed the Davis Co-Op to our team of donors – added **2900 lbs** of produce per week
- Increased total produce offerings by **300%** from June 2017-June 2018
- Total produce offered: **33,000 lbs**



- Established vendor solicitation SOPs
- Created new food safety SOPs
- Currently awaiting on certification to receive produce from secondary Nugget location



## FUTURE CONSIDERATIONS

- 1) Currently In the process of certifying secondary Nugget Market location for donations
- 2) Working with Yolo County Food Bank to create indefinite donation stream
- 3) Conducting focus groups to enhance understanding of student preferences and usage
- 4) Finalizing campus wide food security assessment
- 5) Analysis of intersection of CalFresh and FVU use trends



## BASELINE DATA

We have been collecting data on usage and donations since September 2016. below are our numbers between Sept 2016 and June 2017

- **8000 lbs produce**
  - Farm: 1992 lbs; 50 lbs/wk
  - Nugget: 4700 lbs; 117 lbs/wk
- **3000 students**

## ACKNOWLEDGEMENTS

Thank you so much to all of the volunteers who supported this program and went WAY out of their way to keep it going during the good and the not so good times. Special thanks to Lauren, Lisa, Elizabeth, Gianelle, Rachel, Gwen, Dana, Riley (our most loyal customer), Timo, and Leslie.