

# Farm to Dartmouth Project

Developing Sustainable Local Food Sales to a College Institutional Market

*In a continuing effort to integrate and engage all aspects of our local community, Valley Food & Farm has received a grant from the Northeast Sustainable Agriculture Research and Education Program to coordinate a four year project designed to create profitable and satisfying relationships between local farmers and Dartmouth College.*

## Project Goals

- The creation of a cooperative working group known as the Farm to Dartmouth Task Force.
- Establish profitable and satisfying wholesale or direct accounts between ten VT/NH farmers of produce, meat, poultry, dairy and other products and Dartmouth Dining Services by the end of three years.
- The Dartmouth student community to be engaged and educated about local food issues.

Over the past three years, the project has worked to build success.

The first task was to establish the Farm to Dartmouth Task Force composed of Vital Communities staff, Upper Valley farmers, the Dartmouth Organic Farm, Dartmouth College Dining Services (DDS), wholesalers, students, and faculty to bring the project campus-wide. These multi-disciplinary discussions have enabled Farm to Dartmouth partners to familiarize themselves with the constraints and abilities of various potential project participants and to establish important relationships and mutual understanding.

Secondly, we have experimented with a wide variety of farm products, to see what works here.

Finally, we are marketing the chosen products to campus consumers and building into campus life more familiarity between students & farmers.

## Timeline

**January 2004 – Spring 2005:** The initial framework was established by the Task Force to build relationships with DDS line staff, administration, students.

**Spring-Spring 2006:** The planned introduction of local foods into Dartmouth dining halls began. Marketing activities were developed to further develop consumer interest, such as a special logo for product identification.



**Spring - Fall 2006:** Produce farmers in the region were invited to contract specially for summer growing of a dozen products, and experimented with delivering all summer. Special tastings and experiments were tried on campus: corn husking party, grilling day at Collis.

**Winter 2006 - Summer 2007:** We will experiment with additional products and hold an on-campus tasting with the farmers who sell to Dartmouth. The project will transfer from Valley Food & Farm to the Dartmouth campus and student body by December 2007.

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*“By addressing real and perceived barriers to local foods sales, combining production capacity of several local farms, and drawing institution-wide effort to the project, we will create a profitable and satisfying market for local foods no one farm could establish by itself.”*



Valley Food & Farm  
Local Farms • Healthy Communities  
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