

## LOCAL FOOD SHOW AND FOOD WASTE

### The Local Food Show at The Fine Arts Café

Global Sustainability, Fall 2011

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## ABSTRACT

Our objectives in holding a Local Food Show at the Fine Arts Cafe were: to improve upon the Show that occurred the year before, educate a large and diverse demographic of the UVa population about local food and its many benefits, as well as informing participants about the initiatives of the Fine Arts Cafe to support local food. Our main strategy to achieve these objectives was to create an aggressive marketing campaign to attract as many participants as possible and to have multiple farmers attend the event to aid in educating those who attended with first-hand knowledge about the benefits of local food. We were successful in meeting our quantitative goal of higher attendance (both by students and farmers) and we also felt as though our other qualitative objectives were met based on the responses we received from a survey we conducted at the event. While there is room for improvement, we provided a solid foundation from which future groups can build when putting on a Local Food Show at UVA.

## INTRODUCTION

The Fine Arts Café at the University of Virginia is the first dining facility on grounds to focus on serving sustainable foods. In 2007, the Café revamped its venue to implement concepts of environmental sustainability and incorporate local and organic food on the menu; the Fine Arts Café is the leading UVA dining facility to offer sustainable food options while supporting the local food industry. Though the facility sources its ingredients from local farmers, the UVA and Charlottesville community still question the Café's practices. In our Local Food Show we wanted to address seasonality in designing a menu, transportation from farm to plate, and the importance of local food.

In collaboration with the management staff at the Fine Arts Café, our Global Sustainability group hosted a Local Food Show at the Fine Arts Café on November 9 during regular hours from 4:00 to 6:00pm. Our mission in hosting this event was to educate students, faculty, and community members about the role local ingredients play in the Fine Arts Café—explaining where it comes from and how it is a better alternative to eating other foods. We hosted local farmers, including those who provide products to the Fine Arts Café, to display some of their food and be available to answer questions concerning the relationship between their businesses and local food. Exhibits explained the benefits of eating locally and the importance of seasonality when making consumption choices, and an exhibit featuring the goals and purposes of a Fine Arts Café Herb Garden. To garner attendance at the event, we developed a marketing campaign to promote the event around grounds and throughout the Charlottesville community. We hypothesized this was an issue that would be well accepted past the UVA grounds. We utilized contacts from the Café and The Food Hub to create and distribute promotional materials to generate a buzz about the event.

## APPROACH

Collaborating with multiple organization required several steps to ensure that all parties were on the same page and that all necessary contacts were made. The first step was getting in contact with John Burnette, the manager of the Fine Arts Café. He was our primary contact in terms of reaching out to other farms, acting as a liaison between our group and contacts at UVA. Furthermore, he helped with financing the marketing campaign, providing the venue of the event, and overseeing the entire show. As our project mentor he approved all of our work and make the final decisions based on our recommendations. During our first meeting with John, we collected all the information about the Food Show from last year, which included: strengths, weaknesses, areas of improvement, new ideas for 2011, and new marketing strategies. We used last year's Food Show as a launch pad, hoping to further develop the event by reaching out to more farms and attracting a larger pool of students and community members through effective marketing strategies. To measure the success of the show, we took attendance and conducted a survey at the

event. Individuals who attended the event were asked to fill out a short survey while at the Fine Arts Café. This questionnaire helped our group identify who was in attendance, how they heard about the show, and if the information provided by the farmers was valuable.

During our meeting with John we asked which farmers attended the Food Show last year and what new farm exhibits we could showcase. Because the show is limited to the Café and the hallway outside the café, we discussed the number of exhibits we could show. While we would like to have as many educational exhibits as possible, overcrowding the Fine Arts Café may be an issue; however, we planned to maximize the space as efficiently as possible. The final list of exhibits included: Global Sustainability Food Show, Global Sustainability Herb Garden, Local Food Hub, The Farm at Red Hill, and Twin Oaks. We tried to elicit a response from other farms, such as Polyface Farms and Caromont Farms; however they were unresponsive or declined our invitation. The exhibit our group displayed included the surveys for attendees and a tri-fold board with information about local food at UVA and in the Charlottesville area. Initially we were planning on printing off educational materials to hand out, but we decided printing off material on paper was counterintuitive to the Café's sustainability message. We also acted as the information desk throughout the event; we explained which farms were in attendance and where they were located within the Café. The operations of our table will be further explained in Documentation and Assessment. Our exhibit was located near the entrance of the café to best serve our purpose. The herb garden from our Global Sustainability class shared a table with us at the event. They had an herb display and information concerning the purpose of the herb garden and how it will co-exist with the Fine Arts Café in the future displayed on a poster board. Actual samples from the herb garden were not ready by the event, but they explained the purpose of their project to students who were interested in the garden. The Local Food Hub, The Farm at Red Hill Farms, and Twin Oaks showcased their products at individual tables during the event. Each table exhibited local foods and a representative from each farm was present to answer any questions from attendees. For example, The Farm at Red Hill offered samples of their salsa, which is used at the Fine Arts Café for the black bean quesadilla entrée (one of the most popular dishes at the Café).

Once our group received confirmation from the farmers attending the event, we quickly developed marketing materials to publicize the event. Marketing was vital to the success of our project as it garnered attendance from UVA students. Promotions for the event, according to our time-line, launched on October 31. Each group member was responsible for posting flyers around grounds to generate awareness and interest in the event. As part of our campaign, we sent out a blurb to list-serves that are relevant to this event (ex: Student Council Environmental Committee, SustainaUNITY, SEED, etc.). This was an effective marketing strategy because students had a hard copy of the date and time of the event in their inboxes that they could reference before the event. As a form of guerrilla marketing, we stamped all the to-go boxes at the Fine Arts Café with a bulls-eye stamp. We initially wanted the stamped boxes to correlate with bulls-eye handbills posted around the Architecture School; however, the marketing director never printed out bulls-eye handbills for our group though the bulls-eye symbol was on the posters displayed around grounds. We provided our own ink for all the boxes we stamped at the Café a few days before the event. Our other promotional strategy was through electronic advertising via social media sites such as Facebook and Twitter and through the HooView TVs in the dining halls. The marketing strategies are detailed in the following section labeled, Schedule.

The marketing director for the Fine Arts Café oversaw Ashley's marketing submissions. A creative director enhanced Ashley's flyer templates with graphic imagery to make the event more attractive.

In the last week before the show, our group was focused on advertising and ensuring the entire UVA community was aware of our marketing techniques.

## Schedule

To ensure our event operated as planned, it was important that we made weekly deadlines and followed a strict marketing schedule. As a group we have created a Google Calendar to set deadlines for when we should contact farmers, confirm their attendance, make and distribute marketing materials, and complete all written assignments for the project. Responsibilities were divided up between group members who would contact and ensure the attendance of local farmers, and who is in charge of the marketing campaign. The group made sure to contact the farmers that source ingredients to the Fine Arts Café by Saturday, October 22. We made this deadline in case we faced any complications reaching out to our contacts at the local farms; by this time we reached out to The Farm at Red Hill, Twin Oaks, Polyface, and The Local Food Hub. As stated in our approach, we were waiting for confirmation from Polyface; for, the other farms had already confirmed they would be in attendance. On Saturday, October 22, Tasha visited the Farmers Market and spoke to Caromont Farms, Ted's Last Stand, and Great Harvest Bread Company inviting them to participate in the food show. As explained later in the report, we were unable to host these stands at the show because they have not provided services for the Fine Arts Café before. Emily, Tasha, and Mary were responsible for contacting and making arrangements with the farmers.

Farms that source ingredients to the Fine Arts Café were contacted starting in early October via telephone and e-mail conversations. Members divided up the farms amongst themselves, and each member was responsible for contacting the farmers about the show. When contacting farmers, we briefed them about the event, explained the mission of the show, and detailed what we expect from their exhibits. After speaking with a representative from each farm, all the farms confirmed their attendance by October 23. We wanted to enlarge the show, so we contacted other local farms that might be interested in exhibiting their products and initiatives. Though Polyface Farm could not attend, Great Harvest and Caromont showed interest in participating. We were hoping to get a lot of representation from local farms, to best educate the UVA and the Charlottesville community on local food initiatives; however, John decided he did not want any farmers in attendance that did not have an already standing relationship with the Café. John explained that the next group planning the show could be more persuasive to urge Alan from the Food Hub get other farmers that have a relationship with the Café to display exhibits at the show.

Ashley developed a marketing campaign featuring electronic and print materials. For the marketing campaign, Ashley created flyers to distribute and display on grounds, a blurb to send to CIOs electronically, information for newsletters, and information to display on HooView in the dining halls. To effectively market the event, we set specific dates for when we would implement each part of the campaign. First, to generate a buzz about the Local Food Show, we displayed flyers around grounds starting Monday, October 31. We did not want to display flyers earlier than this for fear the event would be forgotten about if it was publicized too far in advance. Because flyers are taken off of the bulletin boards every Sunday, we redisplayed flyers the Monday before the event. After Monday our group forwarded an invitation about the event to all relevant list-serves including SustainaUNITY, the Global Development Organization, Student Entrepreneurs for Economic Development, Global Environmental Brigades, Global Architecture Brigades, TJs Garden, Greek Recycling, Green Ground Organization, and other list-serves of activities our group members are involved in. Our mission was to reach out to those who may be interested in an event like this, whilst trying to attract individuals who are not involved in sustainable food initiatives. The week before the event we planned on visiting and e-mailing classes that cover local and sustainable food initiatives in the classroom. These classes included Global Development classes, Architecture classes, and classes taught in the Commerce School (ie. Brad Brown's Managing Sustainable Development class, Mark White's Development class).

To spark interest in the event, we implemented guerilla marketing strategies a week before the show. On Wednesday, November 2, our group stamped the to-go boxes at the Fine Arts Café with a bulls-eye. In conjunction

with this, we planned on posting 4"x4" bulls-eye images all over the A-School. This would have had a selective group of people asking, "What is this bulls-eye for?" The flyers displayed in all UVA buildings around grounds would also have had the bulls-eye image. Our plan was to have students associate the solo bulls-eye photos with the Local Food Show. The guerilla marketing strategy was confined to the Architecture School because it would generate buzz amongst enough people that word would spread quickly. If the campaign was implemented around all of UVA, the images would get lost amongst the publicity efforts of other organizations. By publicizing the event around grounds, we were interested in attracting individuals who may not initially be interested in sustainability or the local food initiative; however, students in the A-School embody the ideal target market for this project. Unfortunately, we were not given the materials for the bulls-eye handbills, so our guerrilla marketing was limited to stamping the to-go boxes with a bulls-eye stamp. Posting handbills in conjunction with distributing stamped to-go boxes at the Fine Arts Café is a strategy that should be executed next year.

Alan from The Local Food Hub was our other liaison between our group and the farmers. He was a little removed from our planning and was on his own schedule. He was responsible for making any last minute contacts if John had interested in hosting any farmers we had not yet spoke with.

For our project, we did not want to restrict attendance to UVA students and faculty. To expand our marketing efforts we planned on visiting the Farmers Market the Saturday before the show, to hand out invitations to vendors and members of the Charlottesville community. With a formal invitation to a cause these individuals are passionate about, we hoped they will be interested in coming to The Local Food Show. This is another idea we did not end up executing; however, it would be a good attempt to reach out to individuals outside of UVA. Overall, the marketing campaign was organized by one group member; however, everyone helped execute the different parts of the campaign.

The Monday before the event, we met with John to ensure that everyone was on the same page and reviewed all aspects of the show.

## EXHIBIT A

### Calendar of Events

September 19	Contact John Burnette
Sept 28	Contact John to arrange a meeting
Sept 30	Arrange a meeting with John
October 3	Meet with John, pick a date for Food Show, divide tasks, start thinking about marketing campaign
Oct 17	Decide who to contact (arrange with Alan); contact Red Hill (confirmation), Emily
Oct 20	Confirmation from Twin Oaks
Oct 21	Draft a letter to invite stands at the Farmers Market, Tasha; get marketing strategy approved
Oct 22	Go to Farmers Market to invite stands to participate
Oct 23	Get in touch with Polyface (all farmers contacted by this point)
Oct 30	Start distributing flyers; send out blurbs via list-serves; send blurb to Connections, International Center, HooView, SustainUVA, Green CIOs
November 7	Stamp boxes at Fine Arts (guerilla marketing); Re-distribute flyers; make announcements in classes; last meeting with John to tie up loose ends; chalk around grounds
Nov 8	Chalk around grounds

Nov 9 Local Food Show, 4:00-6:00pm

EXHIBIT B Marketing flyer proposal



EXHIBIT C Guerilla Marketing handbill proposal



EDHIBIT D Bulls-eye stamp on To-Go Boxes at The Fine Arts Café



EXHIBIT E Information displayed on marketing triangles at all dining facilities

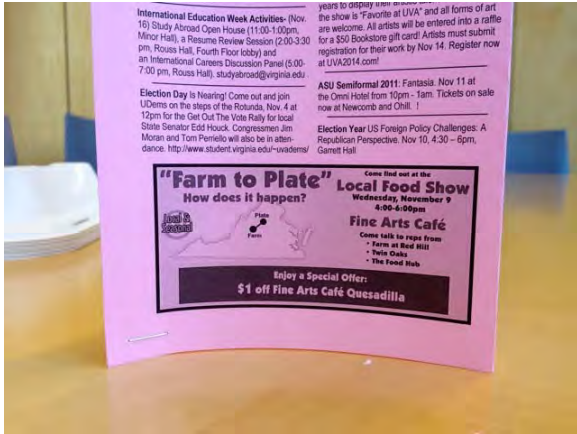


EXHIBIT F Actual flyer displayed around grounds (this one posted in West Range Café)





## EXHIBIT G Invitation for local farmers to *participate* in the Food Show

As a business that provides the Charlottesville community with a wonderful local product we would like to invite you to participate in a food show to be held at UVA's Fine Arts Cafe (located in the Campbell Hall of the Architecture School). The main purpose of this event is to educate the UVA community about the importance and benefits of local food while simultaneously promoting their increased consumption of these goods. This event is being held at the Fine Arts Cafe because it is the leader among the UVA dining halls in sourcing as much of its food from local vendors as possible. The food show will be held on Wednesday, November 9th from 4pm to 6pm. If you are willing and able to participate you will be given a space where you will be able to talk to those who attend the event, primarily UVA students, about your product and the benefits you provide to the local community.

We hope that you will be able to participate in this food show to make it as great an event as possible! If you have any questions or to confirm your participation, please contact Tasha Nasevich at [tn9u@virginia.edu](mailto:tn9u@virginia.edu) or (856) 448-2362.

## DOCUMENTATION AND ASSESMENT

### Education-Focus at the Local Food Show

The main goal of our project was to educate the University of Virginia and greater Charlottesville communities about local food and the benefits of consuming and supporting the local food movement. We hoped to meet this goal through the Food Show and the interactivity between attendees and the local farmers and vendors would be participating. Therefore, the documentation of our project was, in a sense, the Food Show itself as it is the tangible means to meeting our goal. The farmers and vendors provided literature about their individual businesses to those who were interested in further information in addition to talking about the products they were showcasing. We believe that this participatory form of education is the best way for attendees to learn about local food because it allowed them to ask their own questions and get direct answers from those who are most qualified to answer them. Furthermore, by having the chance to sample local food, attendees were able to taste the difference between local, usually organic, food and conventional products that are often transported long distances that can be found in major grocery store chains.

The Herb Garden is a project concerning local food in the form of a transportable, sustainable herb garden that can potentially provide herbs to be used by the Café. This group, fabricated from the Global Sustainability Class, had a space to provide information about their project as well. This exposed students to current efforts on grounds to promote the growing and use of local food and focus as well on the sustainable aspect of local food. The members of this group were on hand to answer questions about their project and how it ties into the local food movement.

Our group also set up a table in the same vicinity as the farmers. We provided general information about the local food movement and the benefits it provides by displaying statistics about the impacts of the current food system on many different aspects and how buying local can positively change these figures. We displayed this information on a tri-fold board that will be made with the intent for it to remain in the Fine Arts Café to continue to provide information about local foods for those who go to the Café after the Food Show has occurred. Our group verbally gave basic

information about the Charlottesville City Market and directions on how to get there (instead of printing handouts on the information). The City Market is an easily accessible place which supports local farmers and businesses, though it often seems as though many students at UVa are unaware of this weekly event that occurs within walking distance of the University.

#### EXHIBIT H Possible handout about the Charlottesville City Market

**SUPPORT LOCAL FOOD RIGHT HERE IN CHARLOTTESVILLE!**

Do you know about the Charlottesville City Market?

It's a wonderful LOCAL market that occurs every SATURDAY from 7am to noon, April through December just off the Downtown mall.

Farmers and vendors sell a variety of goods that all support the local community!

And the best part is that it is easily ACCESSIBLE to EVERYONE!

From UVa:

Take the FREE trolley or walk down West Main Street. If taking the trolley get off at the first stop on the Downtown Mall (next to Christian's). If walking keep walking straight after the main intersection by the Sacagawea statue (don't worry there are crosswalks).

Don't forget your reusable bags!

We distributed surveys to gauge the scale and scope of our attendees, as well as get their input on what they learned from the show and any suggestions they had. Our goal was to reach as large and diverse a demographic as possible and basic information about the attendees helped us determine how successful our marketing strategy was on top of the number of people that attend. Asking for input on the show itself and what people took away from it helped us determine if our goal of educating the community about local food was met and in what aspect people were impacted most. Determining which part of the food show those in attendance liked the least and the most allowed us to take a closer retrospective look at those aspects and determine why we received such responses. We will give these assessments to those arranging a future food show, if this is to be a yearly event which we hope it will be, so that the event can be as effective as possible in educating the community in a positive interactive manner.

After the show, we asked for feedback from the participating vendors to determine how they think it went since they were the central feature of the event. Ideally we wanted them to feel as though they were able to get their message about local food across to those who attended and believe that it was a worthwhile use of their time. We understand that they have busy schedules and that their choice to participate is reflective of their commitment to community engagement and education. Their comments and suggestion will also impact the shaping of future food shows based on what they felt was successful or perhaps not very effective.

We heard back from two of the three farms, both giving compliments while also providing suggestions for improvement. Twin Oaks enjoyed the show and thought the space was interesting to work in. However, if the show expands next year like we hope, Twin Oaks feels that a bigger space could work better so that everyone has more room to walk around and spread out. He also encouraged us to continue to improve marketing to spread the word even more through more flyers and even having students stand around grounds with flyers as well as free samples to promote the event. The Farm at Red Hill also provided great ideas for the future to continue the expansion and

success of the show. They would like to see something at the event that shows and explains exactly how their products (as well as the other farms' products) are used in the Fine Arts Café menu. They really want to make sure that the students and faculty that come through the show truly understand that their products, like salsa and hummus, are found on the menu and come with certain items. They are not just there to give out the food, but really to help and promote not only their farm but also the Café. In order to this, they suggested the Café could have some sort of cooking demonstration going on as part of the event or to have the items their product is used with as samples during the event. Receiving feedback from all parties involved in the Food Show will give our group the best overview of the success of our project.

#### EXHIBIT I      Response e-mail from Benji at Twin Oaks Tofu

From: **Benjamin Fitts** <[benji@twinoaks.org](mailto:benji@twinoaks.org)>  
Date: Thu, Dec 1, 2011 at 9:14 AM  
Subject: Re: fine arts cafe local food show assessment  
To: Emily Hazel <[ewh7rs@virginia.edu](mailto:ewh7rs@virginia.edu)>

Dear Emily,

I thought the show was very nice. The cafe was an interesting space to work in, and I liked that people were coming there for the show and for their meals, but if you want to expand this next year with more vendors then you'd probably need a larger space. I've done similar shows in college cafeterias, so that might be an option. You could always increase turnout by flyering or having people stand around campus giving out info (or samples!) near the venue when the event is taking place. I think that UVA students know the benefits of sustainability and organic, local food and you could really turn this event into a much larger deal. That would be cool.

Other than that, I had a good time. On a personal note, you were very professional to work with over the phone and promptly replied to my emails, and I appreciated that. Tell your professor that I give you an A+ for this assignment.

Semper tofu,  
Benji

#### Dissemination

For our project, the results of our planning and efforts throughout the semester can be seen at the Food Show itself and in the results garnered from the survey. In our project, the results of the project are essentially the project itself. Our group presented the results of research about the local food initiative, the environmental effects of our food choices, and how the Fine Arts Cafe at the University of Virginia aims to promote sustainability.

We researched local food systems very carefully in order to present the results of our research for the food show. Part of our display included a map that illustrated where the food is sourced at the Fine Arts Café. There is currently one hanging in the Newcomb Dining Hall and we wanted to create a "food map" for the Fine Arts Café as well. For example, the salsa and hummus are sourced from The Farm at Red Hill in North Garden, Virginia, only 13.6 miles

away from the Fine Arts Café. Also, the tofu comes from the Twin Oaks Intentional Community in Louisa, Virginia, less than 34 miles away from grounds. We hope to present these results in either a poster or some sort of banner resembling the one in the Newcomb Dining Hall.

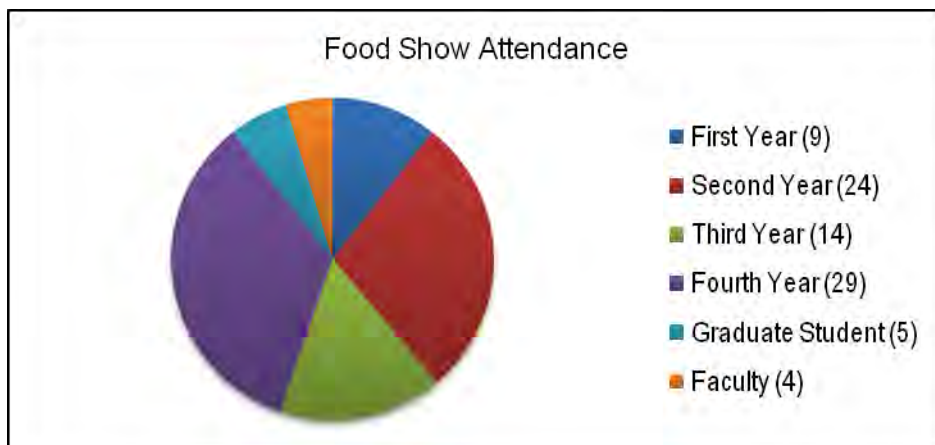
Many Architecture and Urban and Environmental Planning students frequent the Café; however, for many UVA students, the Fine Arts Café is relatively far away from central grounds. For this reason, a portion of our survey asked our attendees where they live and what they study. Another means of measuring the success of the attendance at the Show was by the number of First Year students who, before attending the Local Food Show, had never been to Campbell Hall. Though we wanted as large a demographic as possible, the success of our publicity was measured by the variety of attendees of the Food Show. Since our publicity efforts do not only target students, but also the larger UVA and Charlottesville community, the attendance of non-students is very important. Therefore, our survey also asked whether the attendee was a student or a member of the community-at-large.

**EXHIBIT J** Location of the Local Food Show



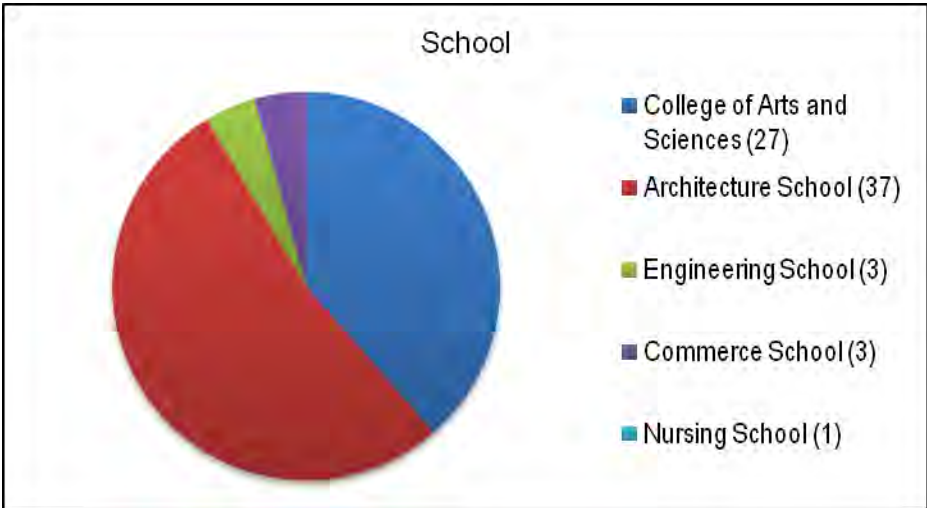
- 7-Drama Building
- 11-Fine Arts Library and Fine Arts Café
- 21-Ruffin Hall
- 27-UVA Art Museum

Numerical Assessment

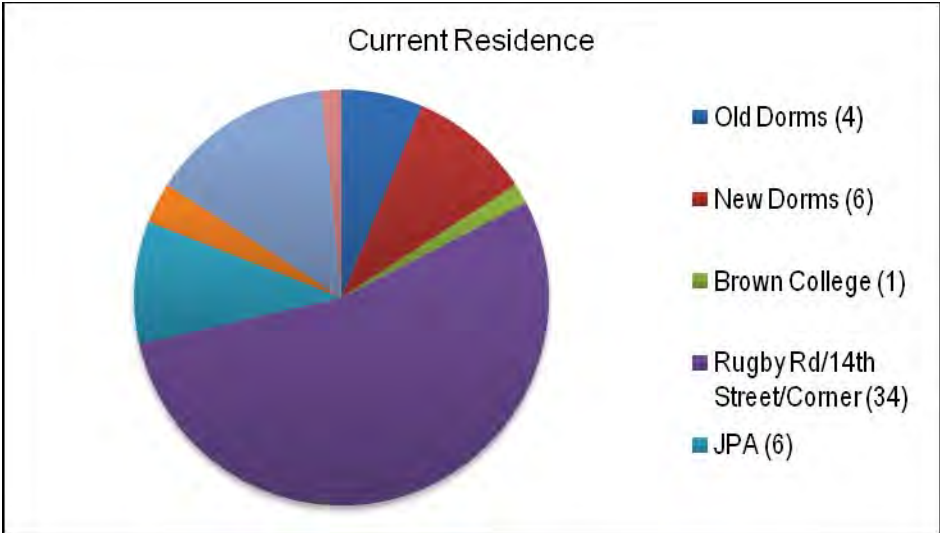


We collected a total of 85 surveys from the Local Food Show. According to our survey data, we attracted mainly second and fourth year students. The lack of first year students can be attributed to several reasons: first year dorms are very far

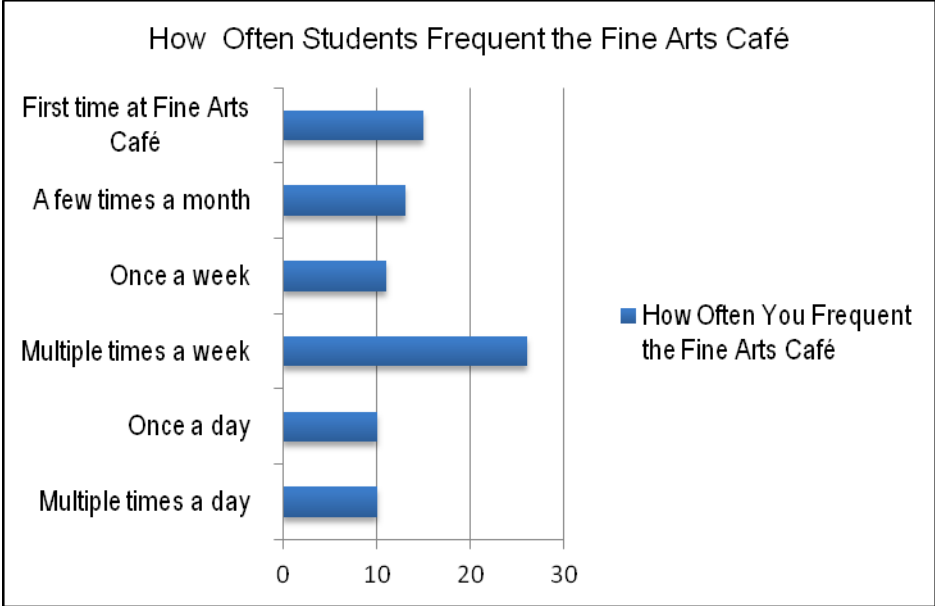
from the Fine Arts Café, first years may not have heard of the Fine Arts Café, or perhaps we did not do enough marketing towards the first years (i.e. we needed more chalking near first year dorms, more advertising at dining halls, obtaining for first year listservs, etc.).



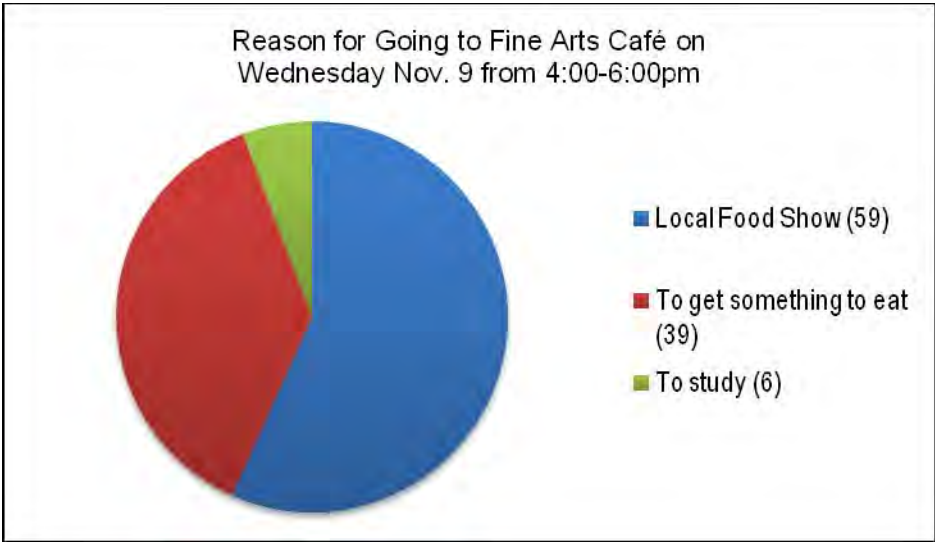
Unsurprisingly, most students in attendance were from the Architecture school. This attendance was expected because the Fine Arts Café is located inside the Architecture school. The next school with the highest attendance was the College of Arts and Sciences. Since this is the largest school at UVa with the most diverse majors, this can also be expected.



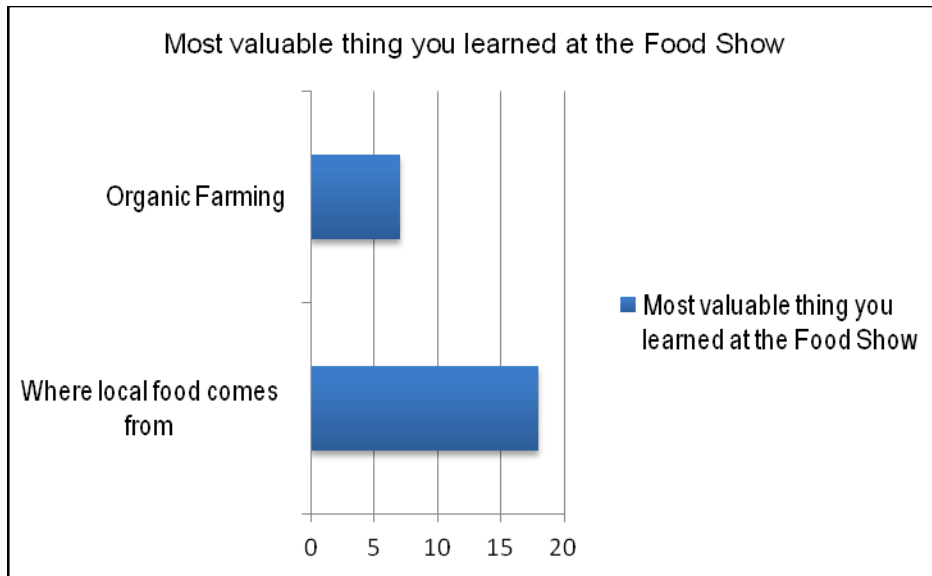
By far the most popular residence of students was the Rugby Road/14<sup>th</sup> Street /Corner area. Almost all of the people who attended the event were second years or older, thus most people will tend to live off-campus. However this evidence shows that we can do a better job marketing towards the first years because they are a large segment of the population that we are missing. They are also the most valuable for the Fine Arts Café because they still have four years at the school and can provide significant amounts of business.



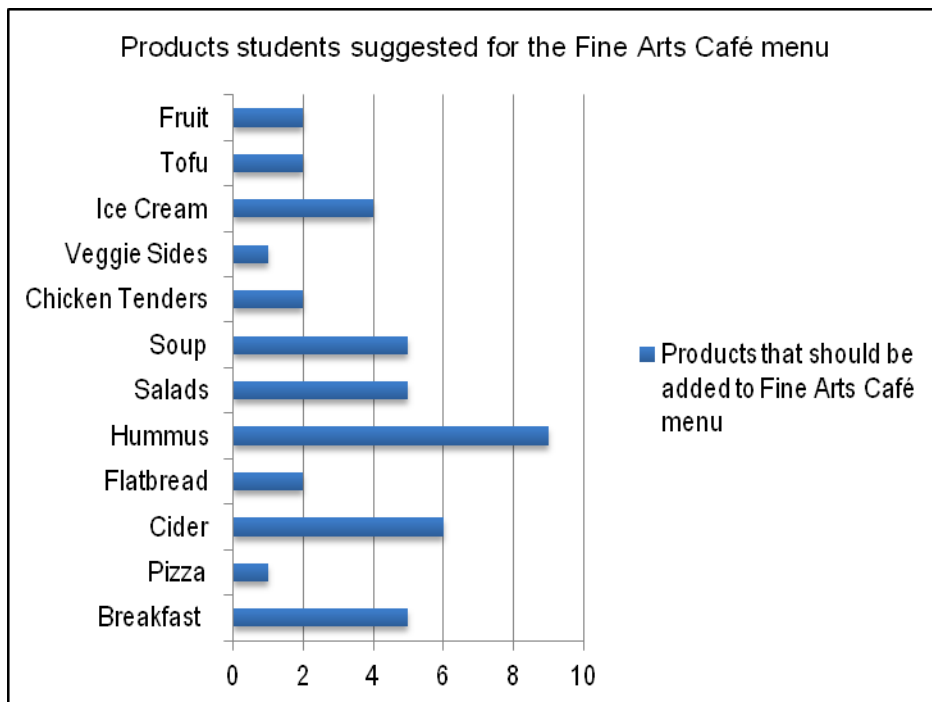
While the most people that attended the event go to the Fine Arts Café very often, we are excited about the number of people who have never been to the Café. For about 18% of the people who filled out a survey, the Local Food Show was the first time they ever journeyed to the Fine Arts Café. This is evidence that our group was fairly successful at garnering the attention of people who do not go to the Café often. This also shows that there are many people who are interested in learning more about sustainable farming practices and organic farming.



While many people came to the Fine Arts Café for the purpose of buying food; our data shows that more people came to see the Food Show compared to the number of people who came to get something to eat. Attendees often circled more than one reason for coming to the Fine Arts Café that day, but more people were interested in the information provided at the show.



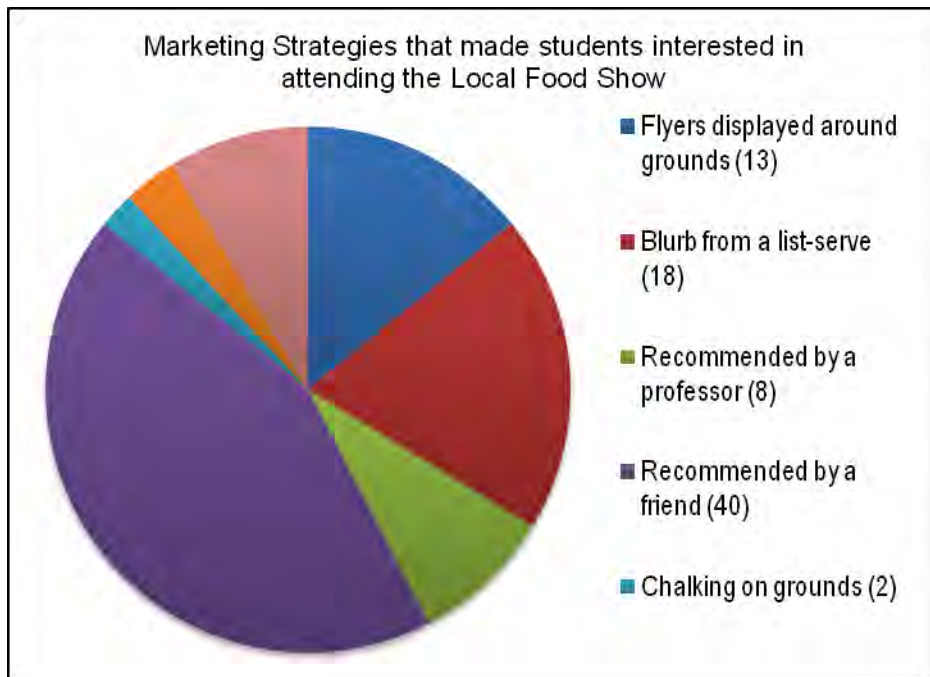
Our mission statement originally said, “Our mission is to educate students, faculty, and community members about the role local ingredients play in the Fine Arts Café—explaining where it comes from and how it is a better alternative to eating other foods.” The feedback indicates that we were successful in conveying our message to the attendees. The farmers did a wonderful job educating the public about organic farming, and many people commented on how impressed they were that the food at the Fine Arts Café is *really* local. The Fine Arts Café advertises about how local the food is, but people did not realize that local meant within miles of UVa. People were also shocked about how local food can be healthy *and* tasty (especially in regards to tofu).





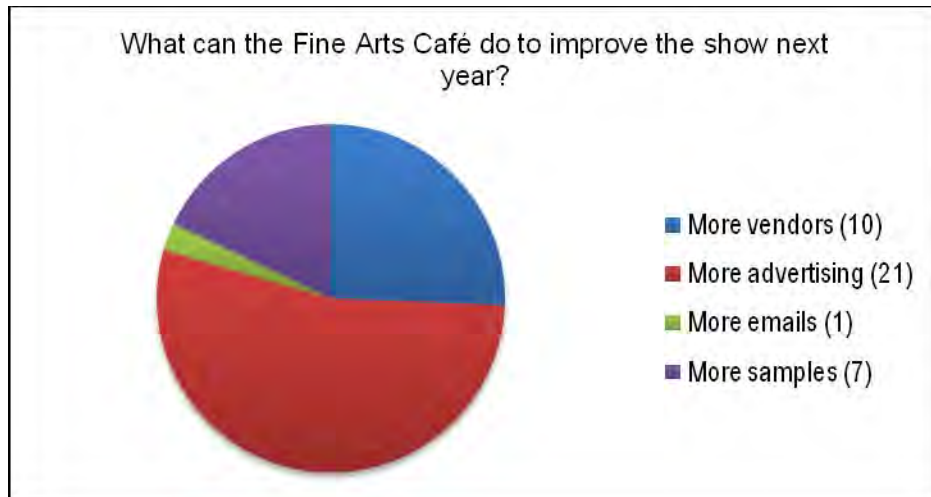
The most popular items that were requested were hummus and cider by a large margin. This is indicative that people really enjoyed the food samples at the show because hummus and apple cider were two of the exhibits. Clearly, people were impressed with the tasty food that was at the show. Other requests included breakfast options, soups and salads. The managing director, John Burnette, commented that, "Only at the Fine Arts Café will you find more people who want humus and salads over chicken tenders!"

An overwhelming majority of the people came to the event for the free-food samples. This is a clear indication that advertising should focus on free-food samples in the future. We were surprised that only a handful of people came for the quesadilla special, but perhaps the attendees were full after trying out all of the samples that they did not want to buy any food afterwards. When we met with John Burnette to debrief the show, he told us that food sales were very low during the event when there were food samples available. After the samples ran out, the food sales at the Café went up significantly. We were also very happy that some people were interested in the information presented at the show by the various farmers. Many people circled several reasons for attending, which explains the higher number of responses.



Word-of-mouth was the most successful technique for garnering attendance at the event. This can be viewed both positively and negatively; it is positive because it means that people were very excited about the event *after* they attended, and the excitement traveled around grounds. However, this is also somewhat negative because it means that not enough people were knowledgeable about the details of the event. While all the people who attended thought the show was really fun and interesting, it shows that marketing strategies have significant room for improvement next year.





While the show was a success, there are always areas to improve upon in the future. Marketing and advertising remains the largest area for improvement. Not enough people knew about the event, and some people were just walk-ins. Specific advertising ideas from the responses include:

Facebook event

More flyers (especially around the Architecture school)

Expanding the show to outside

More emails (especially right before the event)

More marketing around grounds

People also wanted to see more vendors and samples at the Food Show. This is a great idea, but we were limited in the vendors that could participate in the show. We had several other vendors lined up to show an exhibit (ex: Great Harvest), but only vendors that work with UVA were allowed to present. This constraint made it more difficult to get more food and samples. In the future, perhaps the Local Food Hub can bring more than one vendor to the show since they work with many vendors around the community. Overall, we were very happy with the turnout of the show and believe that it can grow in the years to come.

Visible Success

After our project was completed, we were featured on the UVA Green Dining Blog at <http://uvagreendining.blogspot.com/2011/11/local-food-fair-and-farm-to-school-week.html>. Kendall Singleton, the Sustainability Coordinator for Dining at UVA created the blog and wrote about our show in addition to other Farm to School Week events. It features pictures of different aspects of our show, including photographs of the displays of the Farm at Red Hill, Twin Oaks Tofu, the Local Food Hub as well as the poster board created by our group. The blog has been viewed almost 17,000 times, showing that many people likely read this article. Working with UVA Dining Services helped us reach a broader audience. Kendall Singleton's blog post is another example of how cooperation can help with publicity and dissemination.

DEVELOPMENT AND IMPROVEMENT

## Expanding on Past Food Show Events

For this year's Food Show, our group examined the weaknesses from last year and developed ways to improve upon those weaknesses. Last year's Food Show was organized in under a week, which restricted the scale of publicity for the event. This year, through the Global Sustainability Class, the show was organized by a combination of students and dining staff. With the combined efforts and a greater amount of time for both planning and publicizing, we aimed to increase the number of visitors to the Fine Arts Café. There were some restrictions the Café staff put on the organization of the show, which limited our capabilities to make the degree of which we could improve and expand on the show.

Another limitation we faced was who we could contact. There are many local entrepreneurs in Charlottesville; however, we were restricted to inviting the participants to farmers the Fine Arts Café does business with. We were interested in inviting Great Harvest Bakery. Although their exhibit would be accepted by students, the Fine Arts Café is not capable of using their products or services in the Café.

As a group, we expanded on the previous show by increasing the number of farmers, within the limitations of the Café. This year the show had more representation from farmers who source food to the Café and more educational materials for attendees.

## Marketing Strategies: What worked, what can be improved

Our marketing efforts to publicize the Local Food Show were a success; however, our campaign could be expanded and executed more aggressively. We met our deadlines for each faction of our marketing campaign and promoted the event how we had planned. To assess how effective our marketing campaign was, we took a survey of almost everyone who attended the show. This data will help us understand what we did well and what we should improve upon to garner more attendance next year and create more value for the show.

To promote the Local Food Show we displayed advertisements on the televisions and flyers in the dining halls, distributed invitations on list-serves, put up flyers around grounds, chalked in areas around grounds that experience a lot of foot-traffic, stamped to-go boxes at the Fine Arts Café, and made announcements in the Global Sustainability lecture. From these efforts, most students that attended the Food Show heard about it from a friend or were informed by an invitation via a list-serve. "Word-of-mouth" was the most effective means of spreading the word about the event; however, we believe flyering, chalking, and sending invites over e-mail informed most students who then told their friends about the event. From this assessment, we can garner more attendance next year by adding a sentence at the end of an e-mail invitation that says to "Pass this on to two friends" or "Tell two friends about this event and ask them to tell two friends..." With this extra effort, we will address that passing on information via "word-of-mouth" is effective, and it demands that students utilize these efforts even if they would without this extra request. Flyering was effective because we displayed flyers in areas on grounds where many students gather—we posted flyers on every cork board in the Architecture School, in the libraries, Cabell Hall, and other areas with a lot of student traffic.

There were some marketing efforts that were never implemented and some that can be expanded for next year. We drafted invitations to distribute at the Farmer's Market the Saturday before the event; however, no one went to the market to distribute the invitations. Though we went to the Farmer's Market a few weeks in advance to invited vendors to display exhibits at our show, no one from the surrounding Charlottesville community attended the Local Food Show. Though the location of the show could play a factor in the lack of attendance, we believe people were

not informed of the happenings at the Fine Arts Café. Next year, it would be effective if invitations were distributed to individuals at the Farmer's Market the Saturday before the show; moreover, vendors at the market could display a flyer on their booths to further promote the Local Food Show event.

We also planned on creating a Facebook Event, but that idea fell off our radar as we were approaching the event. Though a Facebook event does not give an accurate number for who will actually attend the show, it is another way to have the show seen by the public eye. Facebook Events are easy to create and would have been another way of publicizing the event.

#### How the Show Will be More Effective in the Future

While the Local Food Show was a success relative to the one that was put on last year there are still ways in which it could be improved to be even more effective in engaging and educating the community. There are several ways by which this can be achieved and if all of these suggestions are implemented there is a high likelihood for increased attendance and participation. Arranging the spacing of the show, in terms of the location of farmers within the space available in the Fine Arts Café and surrounding area, to allow for more people and movement will be beneficial to all involved parties. Extra space can be added by utilizing the outside patio of the Café, weather permitting, and potentially expanding into the hallway outside of the Café within Campbell Hall, with permission granted by the building manager. More space will allow for more farmers to participate, for these farmers to have a larger display and area to engage with participants, more room for participants to move around the Food Show, and maintain space for the Café to conduct business. One issue we encountered within the limited space for our Food Show was overcrowding occurred at times and this had adverse effect on the Fine Arts Café's business.

Increased and targeted advertising can be used to increase the number of participants at the show and to broaden the demographics of those in attendance. Placing advertising in as many places around University grounds will ensure that a large audience is reached though the key to getting people to come out is persistence, meaning reminders about the show as often as possible leading up to the show itself. A crucial advertising resource that should be utilized is social media, meaning Facebook, Twitter, blogs, etc. Creating a Facebook event is an effective way to advertise an event to a large audience and allows information to be easily disseminated with minimal effort.

The structure of the Food Show itself is another area that could be improved upon in order to increase efficacy. John Burnette, UVA Dining Location Manager, suggested that the time frame of the show be divided into sections each with a set purpose. Part of the time would be set aside for sampling of the food provided by the farmers in attendance while the other would be reserved for education through engagement and, potentially, through speakers. Questions from participants would be encouraged throughout the entirety of the show. Restructuring the show in this manner would allow for the Café to maintain business, any issue that our show had due to the presence of samples throughout the show, and focus on the primary purpose of the show, which is education about local food. Improved and expanded spacing, more effective advertising, and a divided structure are the ways to best improve attendance and active participation at the Local Food Show.

## LESSONS LEARNED

### Barriers to Success

We did not have too many barriers to success, in the way we defined success for the show. Working with John Burnette from UVA Dining greatly helped us in the process of creating the show. He quickly responded to our e-mails, made marketing materials for us and gave us the contact information for the different groups presenting at the

local food show. Overall, the partnership with UVA Dining was greatly beneficial to both parties. We increased attendance from last year's Fine Arts Café's Food Show, an effort that was accomplished by having student volunteers in charge of marketing. Also, UVA Dining paid for the majority of the marketing materials besides the materials for the poster board and some chalk. The resources of Dining Services allowed us to offer a discount on the quesadillas, bringing more visitors to the Café.

One of our largest barriers was contacting the farmers who would present at the Local Food Show. Though we brought in representatives from the Local Food Hub, the Farm and Red Hill and the Twin Oaks Tofu, other farms that we attempted to contact were not responsive.

#### Plans Not Executed

In the beginning of the semester, we thought we would create brochures or pamphlets describing the environmental, social, economic and animal welfare benefits of local food. However, we reevaluated and determined that people would most likely just throw the pamphlets out. Therefore, we simply chose to create a poster board showing the advantages of local food and we would let the representatives from the farms show the benefits themselves.

Also, in our Conceptual Design, Tasha and Amanda planned to assess the seasonality of different foods, educating the attendees of the Fine Arts Café about the year-round food choices we make. However, we did not choose to focus on this topic when we finally created our educational materials. We believed that if we tried to present too much information, the visitor to the Local Food Show would not even attempt to look over the poster board. Therefore, we kept our educational materials relatively simple, allowing the visitor to further his or her research at home.

#### Creating Change

First, we learned that change is most likely going to be on a very small scale in order for us to make larger changes in the future. Though our food show did not drastically change anything in the Charlottesville community, we set up the foundation for greater changes to the UVA Dining system and for the attendees of our show. By educating the visitors to the Fine Arts Café about the benefits of local food, we helped to hopefully spur an interest in further research. Also, perhaps attendees of the show will now show support of the local food movement after finding information at the Local Food Show.

Secondly, we learned that in order to create change, there must be partnerships and cooperation. Though our group worked together seamlessly, if we did not have the support of the UVA Dining Services, it would have been very hard to contact the farmers, offer a discount, and even plan a date for the food show.

#### CONCLUSION

The Local Food Show we put together at the Fine Arts Café was a great success. Our goal was to follow the same plan as the event last year and then expand upon to make the event bigger than it had been before. Last year for the Local Food Show, they had one farmer come from the Farm at Red Hill. This year, we succeeded in expanding the show by bringing in three farmers and vendors that supply food to the Café. By contacting the farmers who supply food to the Fine Arts Café through phone calls and e-mails, we were able to successfully bring in representatives from the Farm at Red Hill, Twin Oaks, and the Local Food Hub.

In addition to increasing the number of farms being represented at the show, we also increased displays by also having informational and educational poster boards from groups within the Global Sustainability class. Our group had

an educational poster with information all about local food, its benefits for health and the environment, and how to access local food throughout the year here in Charlottesville. Another group who has been working on an herb garden project all semester also joined us, and they set up displays of their project. Lastly, UVA Dining came in and helped signed people up for reusable to go boxes.

We attempted to bring in more farmers than just the three mentioned above by reaching outside of the Café and looking into farmers from the Charlottesville Farmer’s Market. Here we came across a barrier as we were somewhat restricted in the number of farmers that John and UVA Dining would let us reach out to. They told us to only stay within the farmers that directly supply food the Fine Arts Café and UVA dining halls so our efforts to bring in outside farmers was put a halt.

After the event, we met with John to debrief and discuss the successes of the show as well as things to work on for the event in future years. We all agreed that we would like to see continued expansion of the group and bring in more farmers than this year’s event. In order to do this, next year will require more partnership with the Local Food Hub who will be able to reach out to more of the farmers that they receive food from. With the help of their efforts to do this, we will be able to reach out to more farmers than just strictly the ones that supply food to the Fine Arts Café. The Local Food Hub will need to help the planning group and act a liaison between them and the farmers.

In addition to continuing to increase the number of farmers, we would also like to bring in more educational information in the form of students groups. Specifically we would like Green Dining to come to the show and set up a table with information to further educate all that come to the show about local foods and sustainable efforts all throughout UVA and the local Charlottesville community. With further expansion of the show, we will also need to utilize more space and expand by setting up display tables and farmers both inside and outside the Café.

## APENDICES

### Budget

Item	Purpose	Cost
Flyers	Marketing (display around grounds)	\$20.00
Ink	Marketing (stamp)	\$2.83
Poster board	Exhibit (display at show)	\$2.89
Surveys	Assess attendance	\$8.50
Paying marketing and creative design directors	Designing and publishing flyers (to display around grounds)	\$50.00
Promotional discounts at the Café	Garner attendance (ie. \$1.00-off quesadilla special)	\$100.00
		<b>Approximate Total Costs (Direct): \$200</b>

## Acknowledgements

A huge thank-you to Kendall Singleton for helping plan the preliminary procedures of the Local Food Show, attending the event, and writing a blog post about the success of the Show; John Burnette for his unparalleled guidance during the planning stages of the Local Food Show, helping run the event, gifting coupon books to our group members, and supporting our ideas and plans through the planning and marketing process; Nicole Jackson (and the marketing department) for creating effective marketing materials and utilizing our group's ideas; and, Jack Cochran for offering valuable suggestions throughout the planning process, attending the event, and being very receptive to our ideas along the way.