

## University Edible Gardens & Farmers Market Survey

### Brief description of project:

With the launching of a new CSA Community Supported Agriculture program, a marketing system where students sell campus grown produce to the campus community, the Edible Campus Gardens team sought to gather data on campus awareness of the gardens, as well as interest levels in the food that students grown so as to tailor our produce repertoire to their needs. Edible Campus Gardens staff and student volunteers approached people at the Union Campus cafeteria and through direct contact, asked them to fill out the survey on the iPod touches. In total, we had 5 students, 2 staff and the provision of about 20 hours.

**Respondents:** 237 people: 1191 (82%) students, 57 (25%) staff, 12 (5%) not affiliated

**Administration Type:** StudentVoice app on iPod Touches and link to distribute

### Summary of Key Findings:

Of the 237 interviewed, it was interesting to see that less than 50%, 43.81%, were aware of the gardens. Those who had heard of the gardens learned mostly through Word of Mouth and Passing by the Gardens. This indicated the need to better leverage our marketing, advertising and publication practiced. 57% expressed moderate interest in buying produce, while 23% demonstrated very high interest. 68.3% were aware that the gardens sell at the Campus Farmers Market. Regarding our food offerings, which the survey features both things we grow and do not, the highest response rate (12.81%) was for berries, a food crop we do not grow. The second highest, 10.95% was for carrots, followed by 6.45% for tomatoes which we do offer.

### Actions Taken:

Data revealed the need for more outreach and awareness to leverage both recognition of the gardens and the services that we provide. It also indicated the need for broadening the diversity of the foods we grow as well as volumes of existing crops.

### Which Student Affairs goals does this project align with?

1. Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.
6. Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making.
5. Partner with faculty, staff and external constituencies to foster student development and enhance the greater community.