Outback to the Forefront:
Preparing the Outback Farm for Market
from Campus-to-Cutlery

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Purpose

We propose to integrate food from the Outback Farm Environmental Learning Center into the WWU food system.

The purpose of this presentation is informational. We are presenting the needs of the project as identified by schools with successful student farm programs, and by stakeholders at WWU.

This information is available as a resource to the Outback and the CSPS class next quarter when implementing a market farm program.
Case Studies
Case Study: Evergreen State College

- 5 acre organic farm
- On-campus Marketplaces:
  - Community Supported Agriculture
  - Farm-stand
  - Student-run café
  - Dining halls – Operated by Aramark
- Faculty farm manager provides oversight and continuity.
- Organic Certified
- Practice of Sustainable Agriculture program
Case Study: University of British Columbia

- **Land:** Twenty-four, organically farmed

- **Support:** Students, volunteers, paid employees Curriculum integration

- **Research**

- **Market:** CSA, Weekly Farmers Markets, Campus Food Services,
Outback Farm Culture

• **Land**: 5-acre sustainable farm

• **Educational & Community Gardens**

• **Cultivates unique community**

• **Support**: volunteers, Americorps, work-study, paid student coordinator and co-coordinator
Benefits to WWU Community
Benefits

The Outback

• Increased visibility across campus
• Enhanced educational capability
• Established structure
• Self-sustenance
Benefits

Students

“71% of students on campus support locally-grown food if it were a convenient option, and 69% support paying more for locally grown food on campus.”

• Access to fresh, local, nutritious vegetables
• From campus-to-cutlery agriculture
• Active engagement: health
Benefits

The University

• Commitment to mission
• Enhanced appeal
• Improved environmental health

“Western provides a high quality environment that complements the learning community on a sustainable and attractive campus intentionally designed to support student learning and environmental stewardship.”
Logistics
Planning

• Comprehensive Business Plan
  – Financial sustainability plan
    • Full accounting of additional costs and new income
    • Small Business Entrepreneurship class
  – Program sustainability plan
    • Ensures stability of program in the face of student turnover
Licenses and Certifications

• Master Business License - $15
  – Weighing and measuring devices license - $10

• Third-party safety Certification
  – Good Agricultural Practices (GAP)
  – Organic - $400-$2000

• Liability Insurance - $150-$500
Farm Operations Needs

- Additional infrastructure
- Additional land
- Additional labor
- Additional faculty oversight/administrative help
The Future
Our Recommendations for the Future

- Work with Small Business Entrepreneurship class to write a business plan this winter:
  - Addresses needs identified in this report
  - Enhances educational experience
  - In line with student vision for Outback
  - Meets WWU community demand

- Implement Business Plan in Spring
  - In time for June harvest!

"I see the Outback as a classroom."
—Bill Managan, Facilities Management
Thanks!