

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

Jenna Kuczynski and Eric Jensen

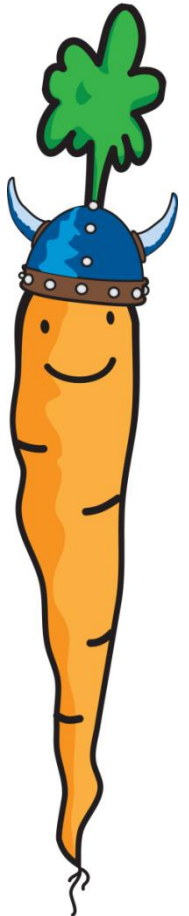
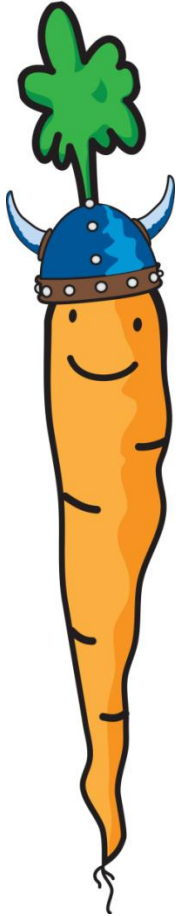


Table of Contents

Purpose

Case Studies

Evergreen State College

University of British Columbia

The Outback Farm Culture

Benefits to WWU Community:

Outback

Students

Western Washington University

Logistics

Planning

Licenses, Certifications, and Insurance

Farm Operations Needs

The Future

Purpose



Purpose

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

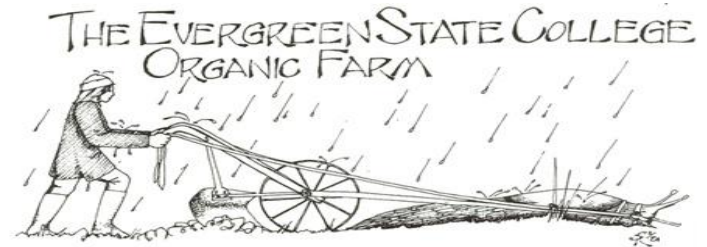
The purpose of this presentation is informational. We are presenting the needs of the project as identified by schools with successful student farm programs, and by stakeholders at WWU.

This information is available as a resource to the Outback and the CSPA 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

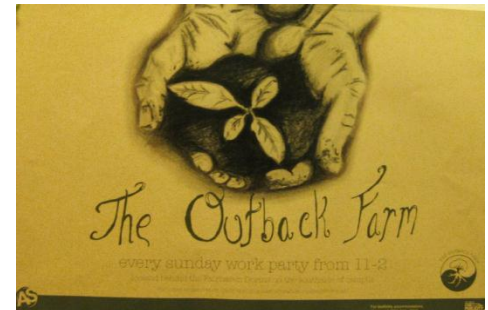


Benefits

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



“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.”

- Commitment to mission
- Enhanced appeal
- Improved environmental health



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!