Terp Farm Projects
Farm to Campus
Results from Year 1
About the Project

This was the inaugural year for the Terp Farm flower CSA. Overall, the project proved to be very successful. We had **20 CSA members** and many regulars who frequented the stand. All told, **we distributed 160 bunches** of flowers to our CSA members and **287 bunches** of varying sizes to our regular customers. While our student intern who founded the project has gone on to bigger and better things, this project has become a staple of Terp Farm due to its success.
Where we Sell

The Farmers Market at Maryland was founded in 2012 to give students access to fresh local food on campus. It currently offers a wide array of products from local businesses.
Flower Sales

Total Sales: $4,200.50

Sales by CSA and Market

Breakdown of Market Sales

<table>
<thead>
<tr>
<th>Bouquet Size</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$917</td>
</tr>
<tr>
<td>Medium</td>
<td>$1056</td>
</tr>
<tr>
<td>Large</td>
<td>$180</td>
</tr>
<tr>
<td>Single Stem</td>
<td>$107.5</td>
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</tbody>
</table>
Our best week was shortly after students returned to campus.

The weeks of the 13th and the 20th were the first after our summer transition.

With students back at the Farmers Market, sales were at their highest.

Some weeks, there was not enough labor or flower supply to do sales at the market.

Our CSA members had flowers for the entirety of their share.
Future Paths for Project

This project began as a student experiment, but has blossomed and shown the successful model of flower farming. Terp Farm hopes to take what we learned this year and continue this project at an even more efficient next year!
Harvest Festival

2017

First on Campus Festival
Facts about the 2017 Harvest Fest

- On campus for the first time ever, after being at Terp Farm the first two years
- Engaged 281 students in a scavenger hunt on local foods across the dining halls
- Incorporated unique local dishes, music, pumpkin painting and more to feature local products and food in and outside the dining halls
- Terp Farm and a variety of other local vendors provided the ingredients for the meals and activities.
Student Responses

“Loved the spaghetti squash! I wish that we had it in the dining hall everyday.”

“I liked it because it reminded me of home.”

“Fantastic event! I loved all the different diner food options and the enthusiasm from the staff for pumpkin decorating.”

“Make it more than one evening!”

“I personally do not like macaroni and cheese, but your Mac and cheese was bomb, meaning excellently delicious. I would love to have the recipe seriously.”

“Apple cider for the whole month of October!!”
Findings

Some Statistics that Jump Out:
91% of students knew about the event before attending.
82% of students thought their local meal was better than their regular meal.
75% of students thought the activities were very good or excellent.
Terp Farm Learning Journeys
Year 1
Goals of the Learning Journeys

- Show students how their food is grown
- Provide an opportunity to visit the farm
- Build positive relationships between the farm and the student body
- Reinforce the concepts students may have learned about at the 2017 Harvest Festival
Results

- We had around 40 campus visitors to the farm during the Learning Journeys.
- 100% of those who visited said they recommend these tours continue.
- The majority of visitors said their favorite activities included harvesting flowers and produce as well as touring the fields.
- Students and office on campus were able to experience local agriculture on site.
Reflections from Visitors

How did you hear about the Learning Journeys?

“"The whole experience was very chill and engaging.""  

“I loved learning that the food that the chefs from Campus Dining reject often goes to the campus pantry.”

“I enjoyed my experience at the farm and learning about all the opportunities provided for volunteers.”

“I did not realize how many cool projects were going on at Terp Farm!”

“I really loved learning about the popcorn project!”

“I loved learning about the experimental nature of the farm and how many student ideas have come to life.”
Takeaways

- Outreach to students was difficult, but word of mouth seems to work best.
- Increasing involvement in future tours could come from offices around campus.
- Tours were best when there was something for visitors to harvest. Activities are an excellent way to engage visitors.
- A survey to gauge the best times for students to visit may be helpful in planning for future tours.