



Duke Campus Farm

**MID-YEAR REPORT
2011**

ONE YEAR, ONE ACRE

A Message from the Duke Campus Farm Student Team

Thinking back, the last six months remind us why we love Duke. We love the sense of possibility; in less than 6 months, the university empowered a group of students to transform a barren field into a fully functioning farm.

We love the spirit of selfless collaboration; we are thankful everyday to the community of stakeholders, ranging from the Duke Forest, Duke Dining, Bon Appétit and the Sustainability Office to the countless professors, mentors and advisors that nourished our dream.

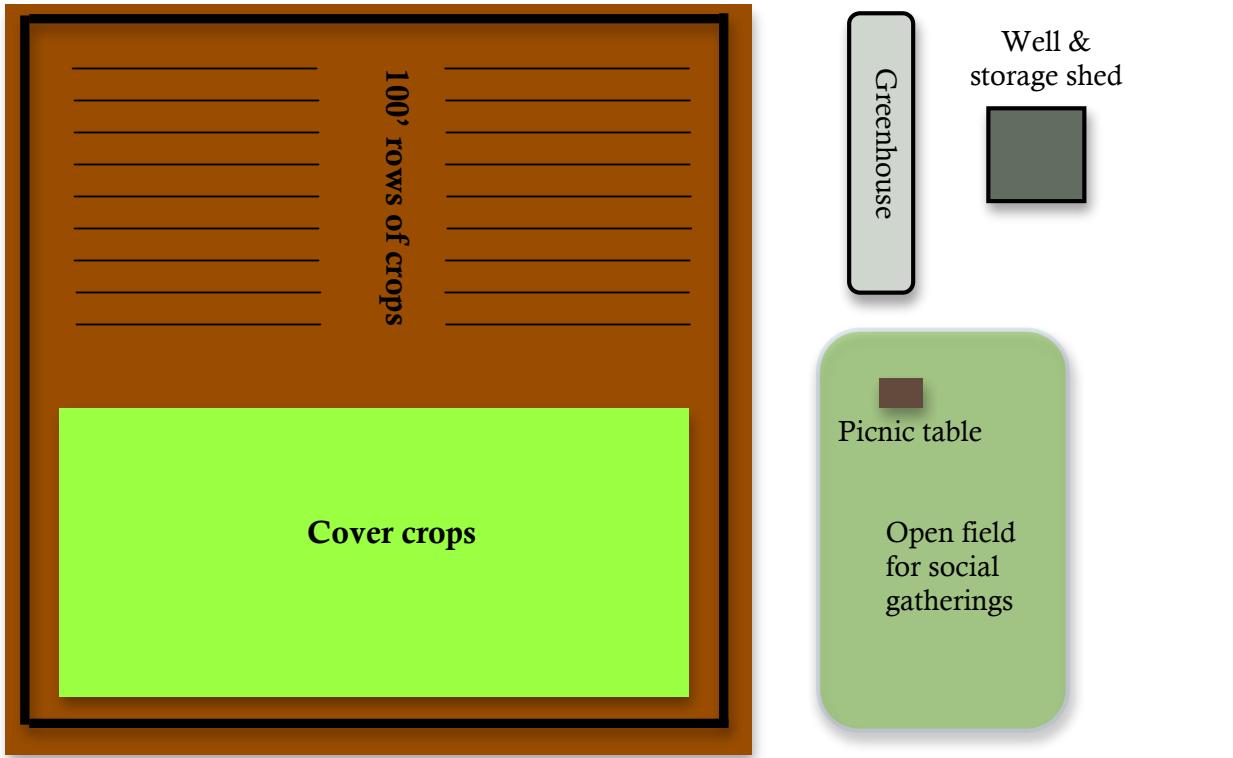
Finally, we love the energy and ambition of Duke; we are thrilled to continue our journey to create a world-class educational facility dedicated to providing students with experiential engagement in food. We are grateful for an amazing start and eager to build a program that will give future students one more reason to love Duke.



Timeline

- | | |
|---------------|--|
| 2010 - Year 0 | January:
ENV 171 class begins feasibility study on possibility of campus farm at Duke |
| April: | Class presents research findings, including a site selection and a plan to make farm a reality |
| May: | Sustainability Office employs summer intern to continue research and guarantees paid project manager position in the fall |
| August: | Board of Advisors is created, begin to advocate for university support and funding |
| October: | Business and operations plan created |
| November: | First acre tilled and initial soil amendment completed during first workday |
| 2011 - Year 1 | January:
Official university recognition and first year operating budget received – marks beginning of one-year pilot project |
| February: | Hire mentor farmer, plant first crop |
| April: | First crop harvested and served to Duke students in the dining halls |

ON THE FARM



What's growing?

We currently have fourteen 100' rows planted, and that's expanding every week.

Spring crops:

10 red and green lettuce varieties
Arugula
Tatsoi
Mustard greens
Cilantro
Kale
Asian collards
Purple and green bac choi
Broccoli
Rainbow chard
Snap peas
4 potato varieties
Radishes
Beets

Summer crops

Green beans
Watermelon
Cantaloupe
Honeydew
Summer squash
Cucumbers
Tomatoes
Basil

Cover crop

Cow pea to be planted on remaining half of acre for the summer

Site improvements

Farm volunteers put in many hours of hard work to construct:

- 12'x30' greenhouse
- 8' tall cedar post deer fence around one-acre
- Picnic table from salvaged wood in the old barn

We also had a well and electric installed on site.

Short-term plans

- Purchase shed to serve as storage space and shelter for well pump
- Construct wash station, shade structure and outhouse

IN THE CLASSROOM

Three classes in Spring 2011 chose to use the Duke Campus Farm as the topic for group research projects, thereby engaging a core group of students in each class in the development process of the farm, and exposing the rest of the class to the existence and progress of the farm.

ENV 171: Food and Energy Prof Charlotte Clark

Research objective:
Develop a marketing and communications plan in order to garner sustained student involvement in the Duke Campus Farm.

Outcomes:
Students developed a marketing plan with recommendations of how to better engage students with the farm through educational opportunities, community building and social events, and targeted publicity.

ENV 298: Agriculture & Sustainability Prof Chantal Reid

Research objective:
Design an agricultural management plan for the Duke Campus Farm with a diversified sustainable food supply that will help their well-being throughout the year.

Outcomes:
Students created a detailed agricultural management plan including crop and animal selection, crop rotations, a planting and harvesting timeline, and pest and fertilization practices.

MMS 170: Integrated Markets Communication Prof Martha Reeves

Research objective:
Develop a print and media marketing plan for an existing business or organization.

Outcomes:
Students chose to create a comprehensive plan to market the farm, and its produce, to the student body by creating a clear and definite brand, which included a logo, a brand new website with integrated social media and a 30 second commercial.

OUTSIDE THE CLASSROOM



Workdays

From November '10 to April '11, thirteen workdays occurred, with more than 80 students, faculty, employees and community members participating, and hundreds of volunteer hours logged.



Alternative Spring Break: Food and Farming in the Triangle

20 Duke and UNC students spent an intensive 4 days learning about local food systems. Every night dinner was prepared by participants with local ingredients and shared with guest speakers. Participants toured farm-to-fork restaurants, visited the farmer's market, volunteered on local farms and at SEEDS, and put in some hard work at the Duke Campus Farm.



Carolina Friends School

For the month of May, farm summer interns will work with 1st-4th graders from CFS to teach them the basics of soil science and plant some tomatoes. This hopefully will mark the beginning of a strong relationship with the K-12 school.

FARM TO FORK, STUDENT TO STUDENT

The food on the Duke Campus Farm is grown and consumed by the Duke community. In fact, the Duke Campus Farm sells the entirety of its produce to Bon Appétit, the primary food vendor for Duke University and operator of the Marketplace, Great Hall and the Devil's Bistro.

The week of April 25th, 2011 marked the first harvest and sale of Duke Campus Farm produce to Bon Appétit, including arugula, mustard greens and radishes. The farm will sell produce to the dining halls continuously from here on out. Marked by the farm's logo, students, staff and faculty can now find food grown by their peers in the dining halls.

All produce is sold at ECO wholesale prices, the market rate for other local organic produce. Bon Appétit has been one of the biggest supporters of the farm, ensuring its success by guaranteeing a year-round market . During the summer weeks when campus eateries are closed, the farm will sell its produce to other Bon Appétit locations in RTP.



In addition to helping provide financial sustainability, the farm's strong relationship with dining halls helps spread awareness of food issues at Duke. A critical component of the educational aspect of the farm is to expose students to the complicated processes that make up food systems, of which eating the final product for dinner, produce grow by your peers, is key. Personal experience and connections with the complexities of food systems will lead to the synthesis of self-knowledge, drive habit formation, and inform future decision-making for a generation of food leaders.

IN THE NEWS

“Duke is not an agricultural school in the vein of public land grant universities, nor is this endeavor aiming in that direction. But, food is perhaps the most classic of interdisciplinary subjects. It has implications in health, environment, policy, economics, business and technology-related fields. In this sense, it fits the Duke model perfectly.”

-Liz Bloomhardt

“The farm will provide a place where students, faculty, staff and members of the community can learn about farming and food and truly understand our connections to the land.”

- Neil Offen

I Am What I Eat

The Chronicle

Liz Bloomhardt, November 19, 2010

A Farm, For Starters

The Durham Herald-Sun

Neil Offen, February 13, 2011

Campus Farm to Provide Sustainable Food

The Chronicle

Amanda Young, March 1, 2011

Duke Campus Farm Grows Relationships

Working@Duke

Bryan Roth, April 2011

Campus Farm: Students Bring Project Out of the Classroom to Put it on the Table at Duke

Duke Environment

Tawnee Milko, April 2011

On-campus farm draws interest from professors, students

The Chronicle

Alejandro Bolivar, April 19, 2011



LOOKING FORWARD

The mission of the Duke Campus Farm is two-fold:

1. To provide fresh, healthy, sustainable food to the Duke University eateries
2. To provide an educational facility and experiential engagement opportunities around all aspects of food for the Duke community

At the beginning of our one-year, one-acre pilot project we set out three goals by which to measure our success and we are already well on our way to accomplishing them:

1. Cover 100% of agricultural operating expenses through earned income
2. Engage over 200 student volunteers and partner with 5 different Duke classes
3. Produce and sell at least 500 lbs of food for Duke University eateries

After successful completion of the one-year pilot project, the Duke Campus Farm will be poised for future expansion. On the agricultural production side, we envision an end-state of 3-5 acres generating \$100,000 a year in earned income. On the educational and experiential side, we look to aggressively expand our educational offerings, including skill building workshops, weekly workdays, independent study and thesis research, summer camp, educational tours and lessons for community school kids, and freshman pre-orientation activities.

We know that in order to make the farm truly successful, it must become a community gathering place, with meals prepared and shared together, fall harvest celebrations, spring picnics, pig roasts, live music, dancing, laughter, learning and growing together. There's no better place to build community and relationships than around the picnic table, with good food and friends. The first half of this pilot year has been a great adventure so far and we can't wait to see what the rest of the year holds for us!