

# UK Dining Sourcing Report

## Fiscal Year 2021

### **Contributors:**

Lilian Brislen

Jessica McCallum Breen



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## SUMMARY

This report contains the seventh annual assessment of the local food procurement efforts of UK Dining (Aramark) and covers the 2021 fiscal year (July 1, 2020 to June 30, 2021). Fiscal year 2021 (FY21) was dominated by pandemic-restricted operations which presented unique challenges to fulfilling the Kentucky Farm and Food Business Key Performance Indicators of the UK Dining (Aramark) contract. While Kentucky Farm and Food Business Impact purchasing (KYFFBI) requirements were fulfilled, the means by which this was accomplished departed significantly from past year's operations.

The COVID-19 pandemic posed significant challenges to dining operations. Faced with labor shortages and significantly fewer students, faculty, and staff on campus (i.e., 3,000 meals served per day vs. the typical 9,000), UK Dining (Aramark) made several short-term adaptations to respond to the challenges the pandemic imposed while still meeting their farm and business impact KPIs. The past year's local procurement adaptations included: delegation of local farm-impact purchasing to sub-contracted restaurants (response to labor shortage), scaling back the Whole Animal Program (response to fewer diners on campus), and shifting farmers for items for the Salad Bar Program (response to many growers moving away from wholesale markets as a result of the pandemic). At length descriptions of these programs can be found in the FY19 UK Dining Sourcing Report.

For FY21 UK Dining (Aramark)'s expenditures with Kentucky farms and food-based businesses totaled \$4,181,135. Sub-contracts with locally owned restaurants providing food service within residential dining comprise the majority (80.7%) of that spending at \$3,222,200. Furthermore, payments to a single subcontracted restaurant comprised over half of the total KYFFBI spend.

Purchase of foods with ingredients sourced from Kentucky farm operations totaled \$783,729.42 which exceeds the required minimum by 11%. The majority of those farm-impact purchases were pass through expenses reported by sub-contracted restaurants totaling \$404,294 and were completed in spring of 2021. It should be noted that those expenses are subtracted from the total spent with sub-contracted restaurants in order to negate any double counting. Purchases of food items from Kentucky businesses and Kentucky-located processors totaled \$166,899 with the majority of those (\$139,797) coming from food businesses owned and operated by Kentuckians.

In a difficult year, the existence of the KFFBI procurement requirements in the dining contract ensured that University of Kentucky continued to fulfill our commitment to investing in Kentucky Farm and Food businesses. While UK Dining (Aramark)'s procurement and operational strategies were modified due to the pandemic, the guidelines provided by the dining contract continue to focus efforts on supporting Kentucky farms and food businesses through consistent purchasing.

## INTRODUCTION

The Kentucky Food and Farm Business Impact procurement initiative of University of Kentucky's dining service program serves as a national example for effective public private partnerships in farm to institution procurement. Now in its seventh year, the local procurement initiatives at UK have drawn national recognition and awards, and more importantly have resulted in over 10 million dollars of direct investment in Kentucky farms and food businesses. The 2020-21 academic year presented unprecedented challenges as the COVID-19 pandemic necessitated innumerable adaptations across University operations.

This publication is the seventh annual report assessing the local food procurement efforts at the University of Kentucky by Aramark, the private dining service provider that operates UK Dining (Aramark). In keeping with the institution's land-grant mission, the goal of the University of Kentucky's local food purchasing and broader farm-to-campus initiatives is to use our campus as a living laboratory and support the growth of the local farm and food economies of our Commonwealth. The Food Connection, a local food systems center located at the heart of campus, supports this effort by conducting an annual assessment of UK Dining (Aramark)'s local food purchasing and initiatives.

The primary goals for our annual report are to provide a transparent account of how local purchasing requirements in our dining services contract are fulfilled and to identify opportunities, challenges, best practices, and innovations discovered through collaborative efforts over the course of the year. While our Food Connection team collaborates with the staff of UK Dining (Aramark) to support their local procurement initiatives, our report aims to provide an objective assessment of those efforts. For a discussion of the broader goals and values of local food initiatives, see Appendix 3.

## UK LOCAL FOOD COMMITMENTS

The Kentucky Food and Farm Business Impact (KFFBI) (e.g. 'local food') procurement program originates in the dining contract signed between the University of Kentucky and Aramark Corporation, a food service, facilities, and uniform service provider, in FY15. In response to significant feedback from on- and off-campus stakeholders regarding UK's role in Kentucky's agro-food system, the dining contract stipulated explicit Key Performance Indicators tied to local food purchases. Recognizing that all major initiatives require evaluation and revision, the Key Performance Indicators (KPIs) were revised in January 2017 to provide more targeted guidance to the program and prioritize farm-impact purchasing (see previous dining reports for a more in-depth discussion of these revisions).

Local food purchases are governed by a two-part Key Performance Indicator within the contract that dictates minimum Farm Impact and Food Business Impact purchases. The combined KYFFBI is the total of all individual items purchased and classified within these metrics, with farm impact purchases as a subset of that total. The FY21 KYFFBI benchmark commitment is included in Table 1, and the contractual definitions of farm impact and business impact are provided in Table 2.

**Table 1. FY21 KYFFBI**

	FY21 COMMITMENT	ANNUAL INCREASE AGAINST FY20 BENCHMARK
Total Kentucky Farm and Food Business Impact	\$2,003,3889	5%
Minimum Portion Kentucky Farm Impact	\$734,931	3%

Additionally, the revised contract stipulates the following overall increase of KYFFBI purchases relative to the total food purchases by UK Dining (Aramark) as follows:

By the 2023-2024 Contract Year, total Kentucky Farm Impact and Kentucky Food Business Impact purchases shall be at least Twenty Percent (20%) of Dining Partner's food and beverage purchases for that Contract Year and each future Contract Year.

**Table 2. Kentucky Farm and Food Business Impact Definitions (per UK Dining Contract)**

Majority or Direct Kentucky Farm Source	The food product or the primary ingredient is sourced exclusively or predominantly (>50%) from Kentucky Farms. For this category, specific farm sources can be identified, though they may be comingled.
Mixed or Indirect Kentucky Farm Source	It can be reasonably concluded that >10% and <50% of the principle ingredient or total ingredients of the food was/were sourced from Kentucky farms. For this category, specific farm sources are not tracked and cannot be identified.

**Table 3. Farm to Institution Harmonized Metrics**

KENTUCKY FARM AND FOOD BUSINESS IMPACT (KYFFBI) DEFINITIONS	
Kentucky Farm Impact	
All Farm Impact	(>99%) ingredients sourced from farm(s) within local region
Majority Farm Impact	(50% -99%) of ingredients sourced from farm(s) within local region
Some Farm Impact	(1-49%) of ingredients sourced from farm(s) within local region
No Farm Impact	NONE of the item's ingredients are sourced from farm(s) within local region OR unknown

KENTUCKY FOOD BUSINESS IMPACT	
Local Farm	Independently or cooperatively owned and operated local farm
Local Food Business	Independently or cooperatively owned and operated local food business
Local Dependent Farm	Farm within local region that is not independently owned by farmer or a cooperative.
Publicly Traded Food Business	Franchise, affiliate, or publicly traded food business within local region
Non-local	Farm or food business outside the local region OR unknown

In 2019 The Food Connection was invited to serve as the lead on a cooperative agreement funded by United States Department of Agriculture Agricultural Marketing Service to develop a set of nationally harmonized metrics for “farm impact” purchasing. Working with a steering committee of nine non-governmental organizations and universities, the project developed a suite of metrics that mirror the University of Kentucky’s KPIs with some additional categories and classifications that provide additional clarity as the provenance of a product (Table 3). This nationally harmonized metrics suite is designed to align with and accommodate a number of existing local and sustainable procurement programs such as the Association for the Advancement of Sustainability in Higher Education’s (AASHE) Sustainability Tracking, Assessment, and Rating System (STARS) and Center for Good Food Purchasing as well as UK’s current KPIs.

In FY21, The Food Connection reconfigured our tracking database to operate with the harmonized metrics. While the data presented in this report is in the categories defined by the UK Dining (Aramark) contract, the data are also classified in the full suite of nationally harmonized metrics. We have made some updates to our reporting, including updating our language on the business impact category formerly labeled “Processor” to the current classification of “Publicly Traded/Affiliate”. Businesses in this category are either publicly traded, subsidiary operations of companies headquartered outside of the state, or otherwise not majority owned and operated by Kentuckians. Products in this category must be produced and manufactured in the state in a manner that constitutes “significant value adding” operations (e.g. repackaging, bottling, or other minimal activities are not sufficient). More information on those metrics and the national farm to institution metrics collaborative can be found on the project’s website<sup>1</sup> and in the FY20 dining report.

## METHODOLOGY

The classification and analysis of the Kentucky Farm and Food Business Impact (KYFFBI) purchases are conducted by staff of The Food Connection and compiled in a database developed expressly for this initiative. While UK Dining (Aramark) has expressed intentions to shift tracking and reporting to their third party service provider for sustainability data, The Food Connection continues to maintain our own data collection and analysis platform until all parties agree to shift to an Aramark-controlled system.

A detailed description of the methods used in the collection, classification and analysis of the UK Dining (Aramark) data can be found in Appendix 2. This report assesses all KYFFBI food and beverage purchases reported to the University of Kentucky by UK Dining (Aramark) as defined and required by KPIs in the dining service contract.

## A NOTE ON PASS-THROUGH SPENDING BY SUB-CONTRACTED RESTAURANTS:

In order to accurately account for the procurement and inclusion of farm-impact products by sub-contracted local restaurants, the following methodology was implemented.

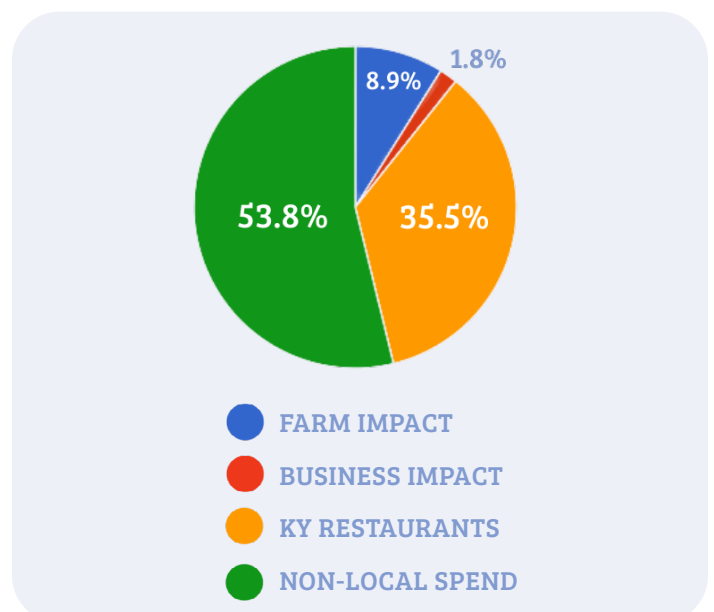
- UK Dining (Aramark) collects itemized invoices from sub-contracted restaurants who have purchased farm-impact products for explicit and exclusive use in UK Dining (Aramark) operations.
- These data are then included with monthly procurement data submitted to The Food Connection.
- All items are assigned a score in an identical process for items purchased directly by Aramark, and the total value of these pass-through items is subtracted from the total value of the amount spent on the sub-contract with those restaurants.

In this way, the impact of the purchased food items is tracked without double counting their value in our calculations.

## FINDINGS

During FY21, reported Kentucky Farm and Food Business Impact (KYFFBI) expenditures exceeded the related KPIs. Results of our assessment and classification of expenditures reported for fulfillment of KYFFBI by UK Dining (Aramark) are presented in Figure 1. Purchase totals are shown in Table 4, and a detailed breakdown of farm and food business impact is shown in Table 5. Table 6 presents a year-to-year comparison of KYFFBI purchases from 2018 – 2021. A complete list of vendors for each classification is presented in Appendix 3.

**Figure 1: Kentucky Farm and Business Impact Purchases as Portion of Total Food Buy FY21**



<sup>1</sup> <https://ftimetrics.localfoodeconomics.com/>

**Table 4. FY21 KPIs vs Final Purchase Totals**

	FY21 KPI	FY21 TOTAL PURCHASES
KENTUCKY FARM IMPACT PURCHASES	\$734,931.03	\$815,187.51
FOOD BUSINESS IMPACT PURCHASES	\$2,003,389.30	\$3,393,223.24
COMBINED KENTUCKY FARM AND FOOD BUSINESS IMPACT	\$2,738,320.33	\$4,208,410.75

**Table 5. Categorization of Kentucky Farm and Food Business Impact Purchases for FY21**

FARM IMPACT	BUSINESS IMPACT	TOTAL PURCHASES	NUMBER OF VENDORS
Majority	KY Farm/ Business	\$532,360.75	32
Majority	Publicly Traded/Affiliate	\$261,974	4
Some	KY Farm/ Business	\$24,816	1
Some	Publicly Traded/Affiliate	\$777	1
TOTAL FARM IMPACT		\$815,188	
None	KY Business	\$129,980	11
None	Publicly Traded/Affiliate	\$27,103	4
None	Restaurant	\$3,231,201	9
TOTAL BUSINESS ONLY IMPACT		\$3,393,223	

The largest expenditure within UK Dining’s (Aramark’s) local procurement initiatives was the sub-contracting of stations within residential dining halls and hiring of food trucks from local, independently owned restaurants \$3,222,201. This is a roughly 22% increase over FY20 (\$2,630,475), and a five-fold increase over FY19 (\$693,329) when the program was initiated. During FY21 UK Dining (Aramark) operated food trucks on campus to supplement residential dining options for students during social distancing requirements. Restaurants include Athenian House Catering, Pasture (a restaurant operated by Marksbury Farms), Taste of India, Atomic Ramen, Eiffel Pizza, Nathan’s Taqueria, Atomic Ramen, Tomato Express, Taylor Belles. The impetus and parameters of the Local Restaurant Program are detailed in the FY19 annual dining report.

Farm impact purchasing (both majority and some farm impact products) totaled \$815,188, thus fulfilling the required 3% increase over the FY20 KPI. It should, however, be noted that this amount is significantly lower than the FY19 farm impact spend of \$1,045,632, largely due to the significant decrease in students and staff on campus and fewer days of operational service due to the pandemic. Animal protein products in FY21 included the farm-impact category include

Prairie Farms milk, Pilgrim’s Pride chicken, meats procured from Summit Meats and Marksbury Farms, as well as ham-burger patties and bulk ground beef produced by Clem’s Foods. Produce was sourced from Mount Pleasant Acres Farm, Salad Days Farm, Silver Mist Farm, AppHarvest, Gallrein Farms, and Prayer Mountain Mushrooms.

As in years past, some products were sourced from Kentucky businesses (e.g., Custom Food Solutions, Donut Days)—some with farm impact (e.g., soups and sauces) and some without (e.g., donuts). Products from the processor category include bread manufactured by Klosterman’s bakery in a new facility constructed in Northern Kentucky, lunchmeats and hot dogs from Specialty Foods Group, and syrups and sauces made by Lyons Magnus (Publicly Traded/Affiliate).

**Table 6. Comparison of FY18, FY19, FY20 and FY21 Kentucky Farm and Food Business Impact purchases**

FARM IMPACT	BUSINESS IMPACT	FY 2018		FY 2019		FY 2020		FY 2021	
		Number of vendors	Total purchase	Number of vendors	Total purchase	Number of vendors	Total purchase	Number of vendors	Total purchase
Products with Farm Impact									
All/Majority	KY Farm/Business	28	\$608,096	34	\$746,078	15	\$463,679	32	\$521,561
All/Majority	Publicly Traded/Affiliate	6	\$299,794	4	\$484,884	14	\$271,880	4	\$261,974
Some	KY Farm/Business	25	\$101,938	4	\$96,365	2	\$30,681	1	\$24,816
Some	Publicly Traded/Affiliate	2	\$35,803	1	\$596	-	\$-	1	\$777
<b>TOTAL FARM IMPACT</b>			\$1,045,632		\$1,327,922		\$766,240		\$815,188
Products with No Farm Impact (Business Impact)									
None	KY Business	23	\$540,039	34	\$457,291	5	\$214,605	11	\$129,980
None	Publicly Traded/Affiliate	8	\$167,240	6	\$171,031	4	\$78,419	4	\$27,103
None	Restaurant	-	\$85,164	3	\$693,329	7	\$2,630,475	9	\$3,231,201
<b>TOTAL BUSINESS ONLY IMPACT</b>			\$707,279		\$1,321,651		\$2,923,499		\$3,393,223
<b>TOTAL KYFFBI</b>			\$1,752,911		\$2,649,573		\$3,689,739		\$4,208,411

**Table 7. FY 21 Purchases by product type and farm source**

	ALL	MAJORITY	SOME	NONE	TOTAL
Produce	\$22,238	\$1,271.50	\$-	\$0.00	\$23,509.25
Dairy and Milk	\$120,010.08	\$-	\$776.85	\$13,230.92	\$134,017.85
Eggs	\$1,215.00	\$-	\$-	\$0.00	\$1,215
Meat and Poultry	\$632,958.17	\$8665.31	\$-	\$19,890.33	\$661,513.81
Fish and Seafood	\$6,894.79	\$-	\$-	\$0.00	\$6,894.79
Bread and Grains	\$-	\$868.23	\$-	\$13,333.84	\$14,202.07
Nuts, Seeds OR Legumes	\$-	\$-	\$-	\$-	\$-
Beverages	\$-	\$-	\$-	\$3,532.96	\$3,532.96
Prepared Meals OR Entrees	\$-	\$-	\$14,757.42	\$90,014.84	\$104,772.26
Snacks and Condiments	\$413.63	\$-	\$10,059.03	\$17,079.39	\$27,552.05
Uncategorized	\$-	\$-	\$-	\$-	\$-

\*EXCLUDES SUB-CONTRACTED RESTAURANTS EXPENDITURE

## DISCUSSION

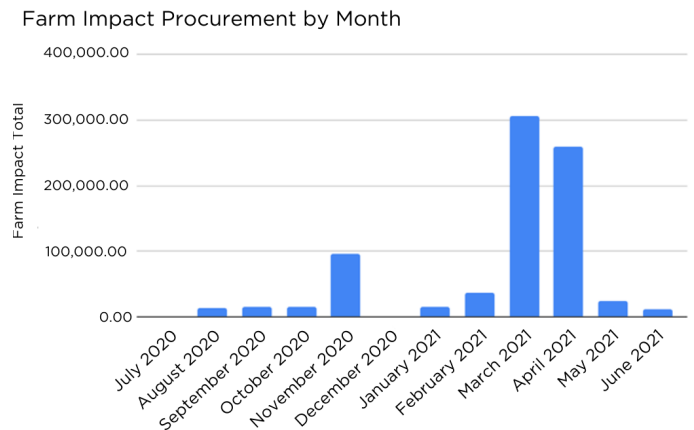
In FY21, UK Dining (Aramark)'s operations pivoted to respond to the challenges the pandemic imposed. While there were significant efforts to leverage and bolster Kentucky businesses, farm impact purchasing was not as robust as in previous years. Currently the restaurant subcontractors are not required to purchase Kentucky farm impact products but they are required to report all purchases so if farm impact purchases are made, they count toward UK Dining (Aramark)'s farm impact KPI. Subcontractor purchasing and reporting could be streamlined and is fertile ground for discussion between the University and UK Dining (Aramark). The University's unwavering commitment to leveraging dining operations as a catalyst of economic growth for Kentucky's food and farm economy continues to have strong positive impact. Future success of local procurement efforts will require thoughtful integration and collaboration with sub-contracted restaurants.

### Impact of the COVID-19 pandemic

The logistic challenges of providing on campus dining during the COVID-19 pandemic spanned accommodating necessary physical distancing, reconfiguring self-serve stations, and pivoting all dining to 'to-go' service, and integrating novel solutions to adding outdoor dining options. These changes were made in a time of generalized uncertainty across campus and society as a whole. In addition to operational adaptations, UK Dining (Aramark)'s reductions in staffing during 2020 resulted in the furlough of key staff.

Adjustments to procurement and operations, along with reduced staff, contributed to a sharp reduction in local procurement during the Fall 2020 semester. Consequently, there was increased pressure on UK Dining (Aramark) to meet the KFFBI KPI during the Spring 2021 semester (reference Table 8) despite continued pandemic-related operational challenges. As such, the bulk of farm impact procurement during this reporting period took place in the latter portion of the spring 2021 semester by Aramark's principle sub-contractor Athenian Grill<sup>2</sup>. Purchases made by sub-contractors were completed outside of UK Dining (Aramark)'s existing distributor system and with a number of vendors new to UK Dining. Each vendor was contacted by The Food Connection to ensure the vendor and products' eligibility for Kentucky farm and business impact designation. This process could be streamlined with increased emphasis of farm impact reporting by sub-contractors to UK Dining (Aramark).

Table 8. FY 21 Farm Impact Purchases by Month



The continued expansion of the restaurant model has led to the majority of residential dining stations being operated by sub contractors. With each operator responsible for their own menus and ingredient procurement, this model presents challenges to previously established models that require collaborative production planning for the growing season. Communication and any contractual negotiations with sub-contractors are the sole domain of UK Dining (Aramark), and thus any strategy for integrating sub-contractors into local procurement goals will rely on UK Dining (Aramark)'s leadership. As UK Dining (Aramark) explores the implementation of its own purchasing tracking and reporting system (MaetaData), it should consider the possibility of integrating subcontract local purchasing data.

### Changes in produce and protein procurement

As discussed in previous annual reports, the Kentucky whole animal and salad bar program depends on commitments and planning with farmers to ensure year-round production. While crop planning commitments for the salad bar were made, several of the growers pivoted to direct-to-consumer market channels due to increased demand which forced UK Dining (Aramark) to purchase items already in the local supply chain when salad bar operations resumed during the Spring 2021 semester. These local products consisted primarily of storage crops. Additional changes to procurement for the Salad Bar program include UK Dining (Aramark) utilizing more hydroponically-grown salad greens because many of the growers selling soil-grown salad greens exited the wholesale market leaving only one small Good Agricultural Practices (GAP) audited hydroponic grower. This shift in production system, coupled with the inclusion of products from AppHarvest (a venture capital-funded controlled environment agriculture enterprise), marks a significant

2 Please see the discussion on pass through calculations in the methods section on page 5.



departure from previous efforts and research to develop year-round product production systems for crops grown in soils.

Scaled back operations in the fall semester resulted in the whole animal program being placed on hiatus. With the arrival of a new Sustainability Director in January 2021, the program was revived in a limited capacity. The subsequent push to meet annual farm impact KPIs relied heavily on the purchase of animal proteins—the majority of which were purchased through a sub-contractor who purchased the majority of those Kentucky source identified proteins from Summit Meats, a local meat processor in Science Hill, KY.

## CONCLUSION

In the wake of pandemic disruptions, the farm to institution initiatives established by the UK Dining (Aramark) partnerships experienced significant disruptions and the mid and long-term outcomes are uncertain. Local procurement initiatives for campus dining continue to evolve, adapt, and innovate. The growth of the local restaurant sub-contractor program has had a significant impact on the food entrepreneurs involved. A key next step for the continued growth and success of UK Dining's (Aramark's) local procurement initiatives will be establishing efficient and effective means for motivating and tracking farm-impact procurement by those sub-contractors. If successful, the add-on benefits of integrating farm-impact products into the local restaurant marketplace can extend the positive impact of our dining program well beyond the boundaries of our campus.

## Appendix 1

### Complete classification of UK dining purchases by Kentucky farm and vendor source

KENTUCKY FARM AND FOOD BUSINESS IMPACT (KYFFBI) DEFINITIONS	
Kentucky Farm Impact	
All Farm Impact	(>99%) ingredients sourced from farm(s) within local region
Majority Farm Impact	(50% -99%) of ingredients sourced from farm(s) within local region
Some Farm Impact	(1-49%) of ingredients sourced from farm(s) within local region
No Farm Impact	NONE of the item's ingredients are sourced from farm(s) within local region OR unknown

Kentucky Food Business Impact	
Local Farm	Independently or cooperatively owned and operated local farm
Local Food Business	Independently or cooperatively owned and operated local food business
Local Dependent Farm	Farm within local region that is not independently owned by farmer or a cooperative
Publicly Traded Food Business	Franchise, affiliate, or publicly traded food business within local region
Non-local	Farm or food business outside the local region OR unknown

To help clarify our two-part classification methodology, the table below provides examples of products sourced by UK Dining (Aramark) (including a description of the business and the nature of the product's production or processing) and the subsequent farm and business impact classifications applied.

FOOD PRODUCT EXAMPLES	Farm Impact	Business Impact
A case of tomatoes sourced from a Kentucky farm	Majority	Local Farm
Fluid milk from plant owned by a regional dairy cooperative, and the plant sources primarily from Kentucky dairies	Majority	Local Food Business
A broccoli soup with Kentucky grown broccoli and other ingredients sourced from out of state, made by a Kentucky-owned food manufacturer	Some	Local Food Business
Beer cheese made by a Kentucky-owned business but from cheese sourced from out of state	None	Local Food Business
Sandwich bread made from non-Kentucky flour at a bakery located in Kentucky and owned by a national corporation	None	Publicly Traded/ Affiliate

## Appendix 2 Methods

Consistent with previous reports, local purchasing data are analyzed at the item level, meaning the categorization of business and farm impact is made for each individual item purchased from any given vendor. This method is key to our assessment, as some food businesses engage in a mixture of both in-state processing and redistribution of products manufactured out of state. For such cases, we included expenditures on in-state processed items in the appropriate business impact category (Local Food Business, Publicly Traded/Affiliate Food Business), and expenditures on redistributed products are disqualified and thus do not count toward the total Kentucky Farm and Food Business Impact (KYFFBI) Key Performance Indicators (KPIs). In this way, our method departs from Kentucky Proud classification, which occurs at the vendor level. For a more detailed explanation of the item-level classification system, please see Appendix 1.

KYFFBI purchasing data are submitted to The Food Connection on a monthly basis by UK Dining, who aggregates

the purchasing records from the two primary distributors as well as purchases made directly from Kentucky vendors. This data includes the names of vendors, items purchased from each vendor, and the total dollar value spent by UK Dining (Aramark) on each item. New (i.e. unclassified) items are identified and classified on a rolling basis by The Food Connection. Final year-end analyses (e.g. total purchases by category, vendor classifications, and product classifications) are reviewed and verified by the authors and leaders from University administration and UK Dining (Aramark). A full list of vendors (e.g. farms, manufacturers, sub-contracted caterers) and their product classifications are provided in Appendix 3.

As an addition to the KYFFBI classifications, and for a deeper understanding of exactly what kinds of Kentucky foods are sourced, we further classify data based on broad food-

**Table 3. Product Type Classifications**

CATEGORY	INCLUDED	NOT INCLUDED
Produce	fresh, cut, or frozen fruits and vegetables (including peas)	canned, cooked and/or seasoned fruit & vegetable products (“entree”)
Dairy & Milk	fluid milk, cheese, yogurt, ice cream	milk alternatives (“beverages”)
Eggs	shelled eggs, liquid egg products, powdered eggs	egg alternatives (“entree”)
Meat and Poultry	beef, lamb, pork, game, chicken, turkey, other fowl	vegetarian/vegan meat alternatives (“entree”), egg products (“eggs”)
Fish and Seafood	fish/seafood products including frozen or canned products	
Nuts, Seeds & Legumes	sunflower seeds, beans (canned or dry), lentils	Nut butters (“snack”), peas (“produce”)
Bread and Grains	flour, rice, all baked goods (including pastries)	Flour not made by wheat (“nsl”), cereals (“entree”)
Beverages	soft drinks, sports drinks, juices, smoothies, milk alternatives, tea, coffee	syrup used in coffee and tea drinks (“snack”), milk (“dairy”)
Prepared Meals & Entrees	sandwiches, frozen meals, most vegan/vegetarian substitutes	cut fruits and vegetables (“produce”), baked goods (“bread”), most snacks (“snack”)
Snacks and Condiments	cookies, crackers, sauces, oils, vinegar, popcorn, candy, chocolate, energy bars, syrup, nut butters	

We do not attempt to evaluate, nor should our results be assumed to represent, food characteristics such as environmental impact, fair labor practices, the sustainability of production methods, or consumer health. Because of the complex nature of supply chains involved in large institutional dining, our analysis cannot be used to accurately assess the ultimate financial impact of these purchases on the businesses and farms involved. This methodology does not enable quantitative determination of economic impact on

farm or food business, nor does it directly measure health or sustainability outcomes. However, by focusing on item level classification of impact on Kentucky farms and Kentucky business ownership, we seek to facilitate a higher level of transparency than local food definitions or metrics based solely on business location (e.g., geographic proximity or “food miles”). Identifying vendors and cataloging the products are essential first steps to address these and other values-based questions about our food.

## Appendix 3 Vendors and products

Vendor	Business Impact	Farm Impact of Products
Courtney Farms	Local Farm	All
F And F Farms	Local Farm	All
Bright Farms	Local Farm	All
Gallrein Farms	Local Farm	All
Mount Pleasant Acres	Local Farm	All
Salad Days Farm	Local Farm	All
Silver Mist	Local Farm	All
Black Hawk Farm	Local Farm	All
Chaney's	Local Farm	All
Cleav's Family Market	Local Farm	All
Egg Shack	Local Farm	All
Eggleston Farms	Local Farm	All
Farmer Joes Turkey Farm	Local Farm	All
Freedom Run Lamb Farm	Local Farm	All
J Anderson Farms	Local Farm	All
Ky Lamb	Local Farm	All
Lady Elizabeth Farm/No Sweat Farm	Local Farm	All
Ragsdale Farm	Local Farm	All
T&T Farms / Double R Farms	Local Farm	All
Triple R Farms / J Anderon Farms	Local Farm	All
Turpen Family Farms/Double R Farms	Local Farm	All
Turpen Family Farms/J Anderon Farms	Local Farm	All
Woodland Farm	Local Farm	All
Ed Mar	Local Farm	All
Kenny's Farmhouse Cheese	Local Food Business	All
Clems Refrigerated Foods	Local Food Business	All
Our Home Place Meats	Local Food Business	All
Summit Meat Processing	Local Food Business	All
The Berry Center	Local Food Business	All
Critchfield Meats	Local Food Business	All
Preferred Popcorn	Publicly Traded Food Business	All
AppHarvest	Publicly Traded Food Business	All

## Appendix 3 Vendors and products (cont.)

Vendor	Business Impact	Farm Impact of Products
Prarie Farms	Publicly Traded Food Business`	All, None
Athenian House Catering	Local Food Business	Catering
Atomic Ramen	Local Food Business	Catering
Eiffel Pizza	Local Food Business	Catering
Savs Grill	Local Food Business	Catering
Taste Of India	Local Food Business	Catering
Tomato Express Inc	Local Food Business	Catering
Marksbury Farm Foods Llc	Local Food Business	Catering, All
Happy As A Lark	Local Food Business	Catering, None
Taylor Belles	Local Food Business	Catering, None
Prayer Mountain Larue	Local Farm	Majority
Weisenberger Mill	Local Food Business	Majority
Pilgrims Pride	Publicly Traded Food Business	Majority, All
Lexington Pasta	Local Food Business	None
Ale 8 One Bottling Company	Local Food Business	None
Donut Days Bakery	Local Food Business	None
Janson Communications	Local Food Business	None
John Conti Coffee Company	Local Food Business	None
Mingua	Local Food Business	None
Nathan'S Taqueria	Local Food Business	None
Clems Refrigerated Foods	Local Food Business	None
Lyons Magnus	Publicly Traded Food Business	None
Specialty Foods Group Inc (Ky Gold)	Publicly Traded Food Business	None
Wildcat Creamery	Publicly Traded Food Business	None
Klostermans	Publicly Traded Food Business	None
Custom Food Solutions Llc	Local Food Business	None, Some
Borden Dairy Company	Publicly Traded Food Business	Some

## Appendix 4 Why local?

A key challenge for any local food program is to effectively communicate the motivation (i.e., the ‘why’ of local food) for such a program and the rationale for the definition of local by which that program operates. While commodity and export markets will always be a key piece of our state’s agricultural economy, our community also recognizes the additional values (social, environmental, and economic) the Commonwealth receives from supporting home-grown products from Kentucky farms and Kentucky entrepreneurs.

During the public conversations regarding the University’s decision to privatize dining services in 2014, a common theme was the vital role of the University of Kentucky as a land-grant institution in fostering the growth of a resilient and sustainable agro-food economy for our state<sup>3</sup>. Following

the input of on- and off-campus stakeholders, the primary rationale for both the integration of local food (i.e. Kentucky Farm and Food Business Impact) KPIs and the establishment of The Food Connection was to leverage the University as a committed buyer of Kentucky-sourced products to develop and expand wholesale value chains for local foods<sup>4</sup>.

While definitions of local food vary across institutions, there are several financial and non-financial values that are associated with local foods by consumers, and they have research-based evidence to support them<sup>5</sup>. In communicating the values of Kentucky Farm and Food Business Impact purchases to our on- and off-campus community, the Food Connection uses a ‘five values’ framework, detailed in the following chart.



- **MONEY STAYS**  
Dollars spent with Kentucky farms and food entrepreneurs not only provide economic support to those producers, but also recirculate in our local economy, generating more wealth and stronger communities.
- **CULTURE AND COMMUNITY**  
Strong local food systems celebrate and preserve Kentucky’s food culture. Greasy beans, Hickory King corn, and real country ham are just some of the unique foods that Kentuckians love to eat, and our farmers love to raise.
- **MORE JOBS**  
It takes a lot of work to put local food on our plates, and that means local jobs. From farm store clerks to line cooks, meat packers to graphic designers; we all benefit from a strong Kentucky food and farm economy.
- **HEALTHY LAND**  
Less sprawl, more biological diversity, and support for farmers who are the stewards of our land are some of the benefits that come with a vibrant and sustainable Kentucky food and farm economy.
- **FRESH FLAVORS**  
Foods straight from Kentucky farms are as fresh as it gets and come to you at the peak of their flavor. Eating with the seasons ensures a healthy, varied diet, and keeps our farmers busy all year.

Wholesale and institutional markets are traditionally driven by low cost, high volume, and standardized products. This is further complicated by consolidated markets and authorized vendor agreements (including rebate systems) that make it difficult for local and independent producers to gain access to the institutional supply chains. Said simply, because of the Kentucky Farm and Food Business Impact KPIs, UK Dining (Aramark) can and must work outside of the conventional

institutional market arrangements to fulfill their commitment. By serving as a dedicated market for locally grown and produced products, UK Dining (Aramark) also provides opportunities for Kentucky producers to build production capacity, develop new products, and generally grow their businesses in ways that would not otherwise be readily supported by the conventional wholesale and institutional din-

3 Editorial. Lexington Herald-Leader April 28, 2014. <https://www.kentucky.com/opinion/editorials/article44421204.html>

4 Blackford, Linda. 2014. "UK partners with Aramark on \$5 million institute to bolster locally grown food." Lexington Herald-Leader. Retrieved from <https://www.kentucky.com/news/local/education/article44508111.html>

5 Martinez, Steve, et al. 2010. "Local Food Systems: Concepts, Impacts, and Issues, ERR 97." US Department of Agriculture, Economic Research Service. Retrieved from <https://www.ers.usda.gov/publications/pub-details/?pubid=46395>