

FONTVILLE
COLLEGE



The Greenhouse Project

Presented by
Mikayla Morris (Team Leader)
Jennifer Asouzu
Briana McManus
University of South Carolina

Presentation Outline



TOPICS FOR TODAY

What is Food Insecurity?

Why Does it Matter?

How is it Impacting Students?



What is food insecurity?



ACCORDING TO THE UNITED STATES DEPARTMENT OF AGRICULTURE

"...a condition when persons do not have adequate resources to feed themselves, either nutritiously, or at all."

LEVELS OF FOOD SECURITY



HIGH FOOD SECURITY

no reported indications of food-access problems or limitations.

LOW FOOD SECURITY*

reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake.

MARGINAL FOOD SECURITY

one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake.

VERY LOW FOOD SECURITY*

Reports of multiple indications of disrupted eating patterns and reduced food intake.



"...food Insecurity among college students is a greater problem than it is in the general population..."

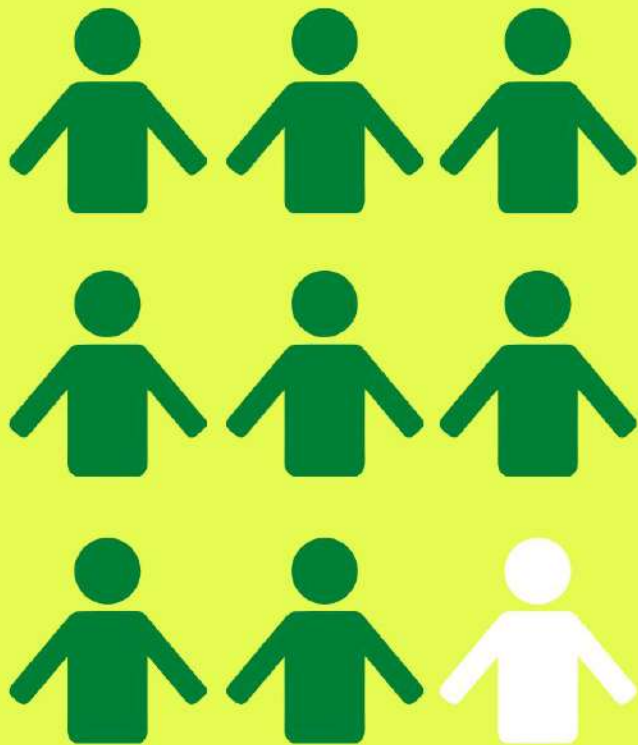
REPORTED BY THE COLLEGE AND UNIVERSITY FOOD BANK ALLIANCE

14-59%

OF STUDENTS ARE REPORTED TO BE
FOOD INSECURE AT SOME POINT
DURING COLLEGE.

1 out of 9

PEOPLE IN IOWA ARE
STRUGGLING WITH FOOD
INSECURITY.



HERE'S A FACT



Who are we?

GET TO KNOW FONTVILLE COLLEGE

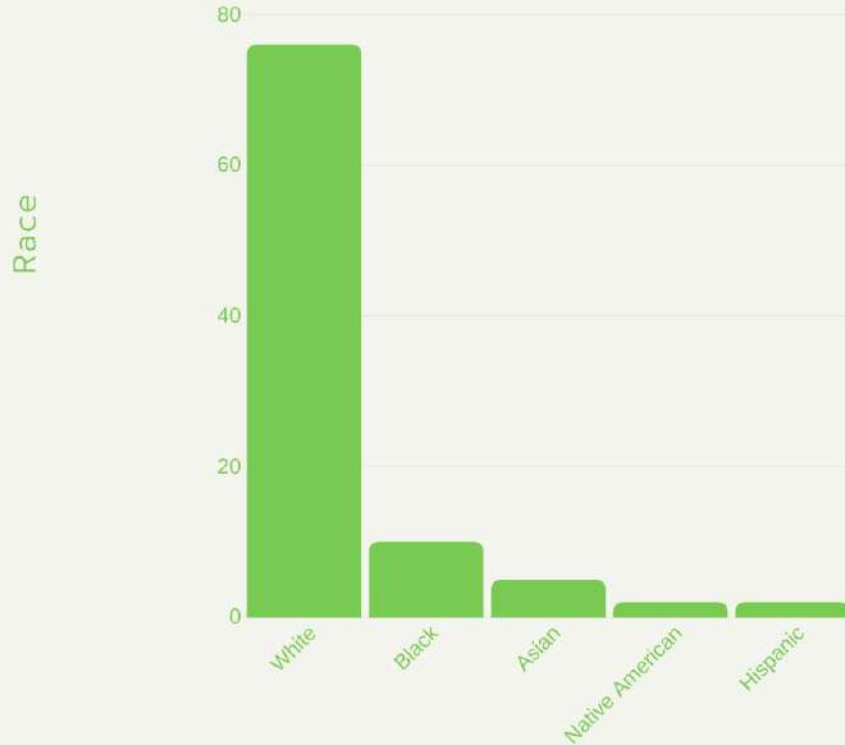
Home of the Mighty Hawks

Located in Fontville, Iowa. Iowa is known for its largely agricultural landscape. The College is small state school that serves approximately 11,000 students including graduate students.



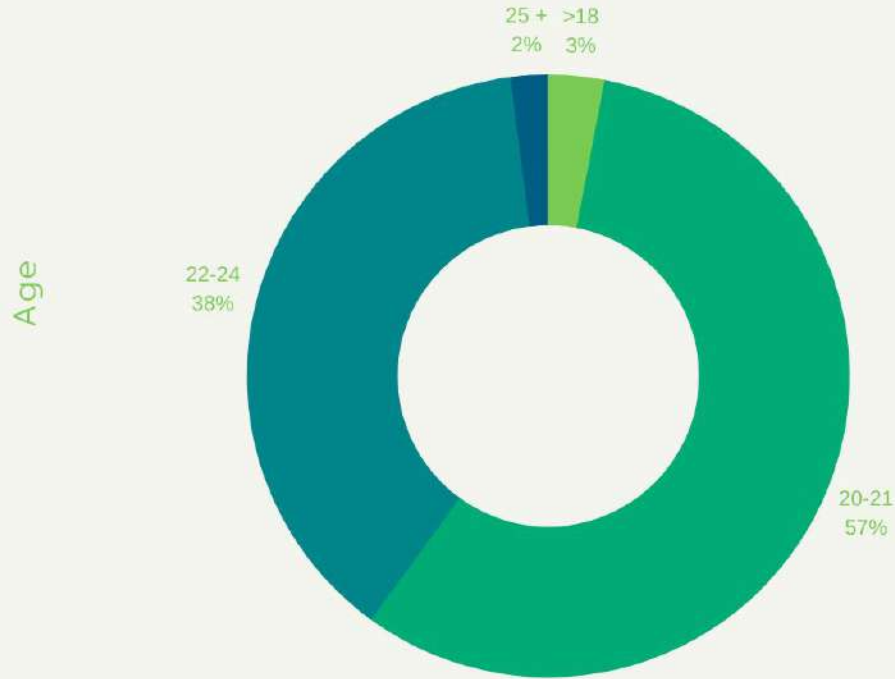
About Fontville

STUDENT DEMOGRAPHICS



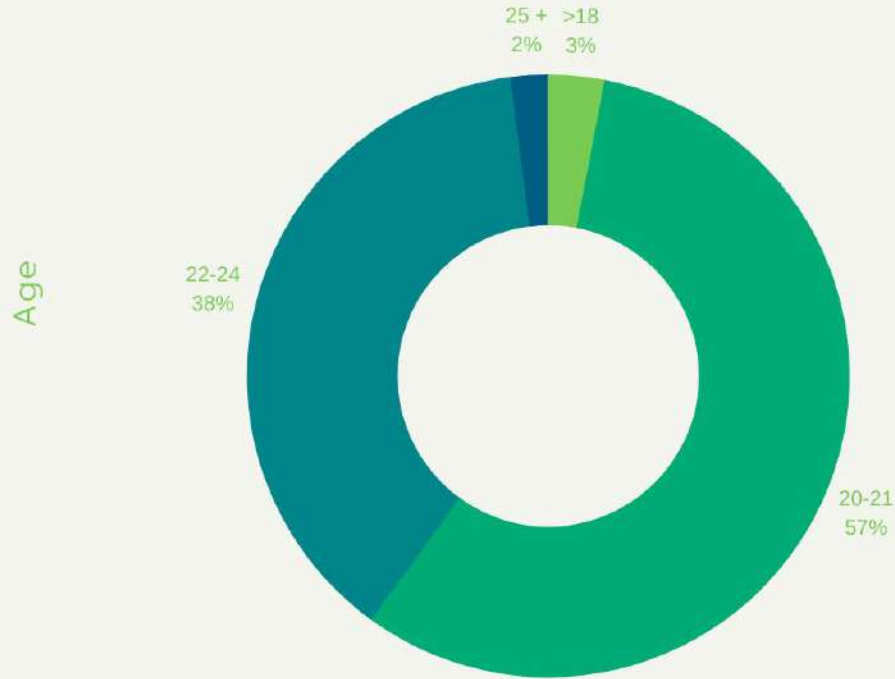
About Fontville

STUDENT DEMOGRAPHICS



About Fontville

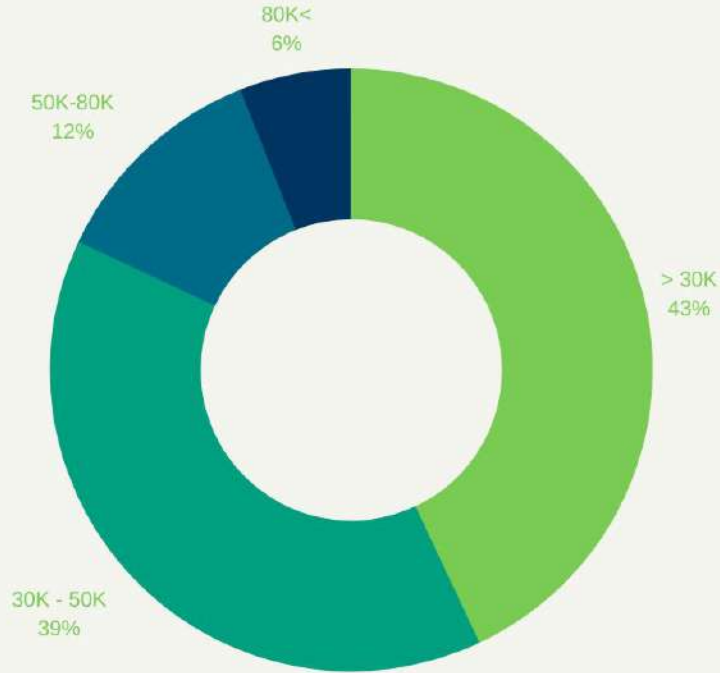
STUDENT DEMOGRAPHICS



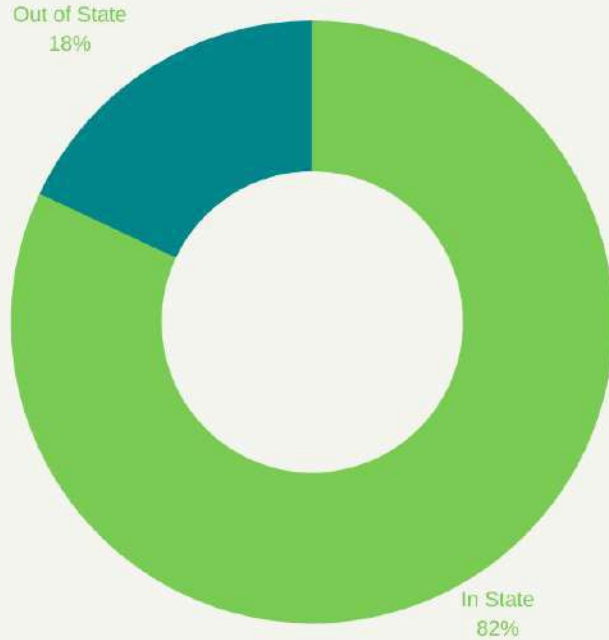
About Fontville

STUDENT DEMOGRAPHICS

Household Income



Primary Residence



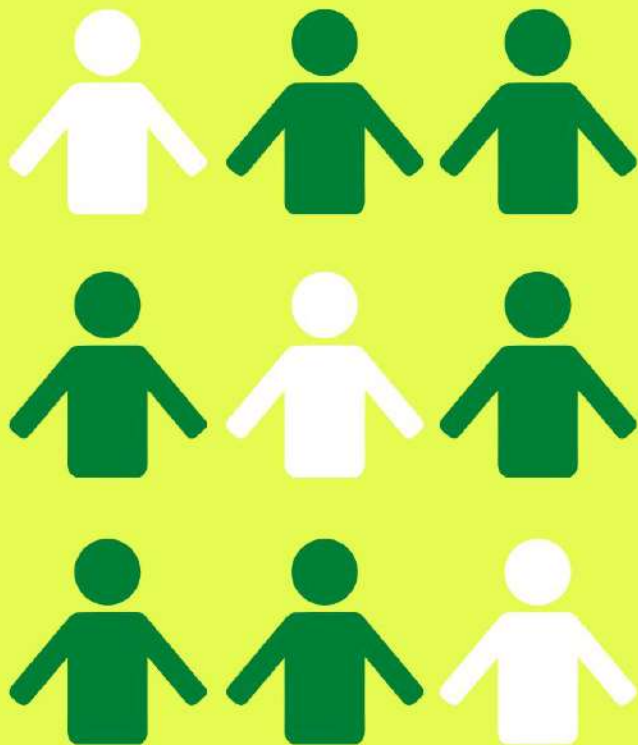
About Fontville

STUDENT
DEMOGRAPHICS



3 out of 9

FONTVILLE STUDENTS
ARE EXPERIENCING
FOOD INSECURITY.



HERE IS A #HAWKFACT



FONTVILLE COLLEGE

The Greenhouse Project

AN INITIATIVE FROM THE DEPARTMENT OF STUDENT ACTIVITIES

OUR PLAN TO PUT AN
END TO FOOD
INSECURITY AT
FONTVILLE



THE GREENHOUSE PROJECT IS AN INITIATIVE THAT INCORPORATES FONTVILLE'S ON-CAMPUS RESOURCES, INCLUDING BUT NOT LIMITED TO OUR GREENHOUSE, AGRICULTURAL CAPITAL, AND ACADEMIC COLLEGES.

The Breakdown

BENEFITS FOR THE INSTITUTION



12 MONTH PROGRAM

The Greenhouse will serve the students of our community year-round in order to benefit students who are on campus for summer classes.



CAMPUS PARTNERSHIPS

This project will bring together members of academic and student affairs.



STUDENT ENGAGEMENT

This project will provide opportunities for student leadership.



ACADEMIC BENEFITS

This project will provide opportunities for student internships.



Our Greenhouse Team

CAMPUS PARTNERS

STUDENT
ACTIVITIES

(Office of Civic Engagement)

HOUSING AND
RESIDENCE LIFE

OFFICE OF
SUSTAINABILITY

STUDENT HEALTH
SERVICES

DINING
SERVICES

FINANCIAL AID

SCHOOL OF
AGRICULTURE

SCHOOL OF
CULINARY ARTS

SCHOOL OF
BUSINESS

12 Month Plan

PRODUCE GROWN IN
PARTNERSHIP WITH OUR
SCHOOL OF AGRICULTURE

We will grow produce
strategically to ensure that our
students will have access to
nutritious food items from January
to December.



GREENHOUSE PROJECT

Introducing: Fresh Fridays



EVERY FRIDAY...

On the quad from 10am-1pm and 4pm-6pm we will host a free farmers' market.

STUDENT RUN...

The market will feature produce grown and harvested from our greenhouse by our Agriculture students, and will be managed and marketed by students in the School of Business.

SUSTAINABLE...

Leftover and perished foods will be collected and used for soil to plant more produce.



BUSINESS STUDENT ENGAGEMENT



MANAGEMENT

As an on-campus internship, Management majors are given the opportunity to manage the Fresh Fridays Farmers' Market.

MARKETING

As an on-campus internship, Marketing majors are able to assist with the promotion of Fresh Fridays and the overall Greenhouse Project.

SUPPLY CHAIN MANAGEMENT

As an on-campus internship, Supply Chain Management majors will work with the packaging and distribution of produce from the Greenhouse.

Monthly Food Demonstrations

BRINGING HEALTHY HABITS TO OUR STUDENTS AT HOME

STUDENT LEADERSHIP

Students from the School of Culinary Arts will lead monthly cooking demonstrations to help students learn how to make healthy meals using produce from the greenhouse. We will feature a different vegetable each month.

CAMPUS COOKBOOK

At the end of the year, the recipes developed will be turned into an electronic publication available to all students.

DINING SERVICES PARTNERSHIP

Any extra leftover food from the day will be brought to food demonstrations for students to take.



"Facts on Food (Insecurity)"



STUDENT HEALTH SERVICES PARTNERSHIP

Seminars and workshops will be hosted once a month to discuss and bring awareness to the various factors of food insecurity on campuses across the nation and specifically how it is impacting our student population.





What About Breaks?

MAKING THE MOST OF THE
GREENHOUSE

We recognize that during breaks a majority of our students go home, but in the past 5 years 15% stay during breaks.

SCHOLARSHIPS

Students who work Fresh Fridays during breaks will be given book scholarships.

DOWNSIZE

We will reduce the amount of food being produced in response to a smaller population needing to be served.

A NEW WAY TO PAY FOR FOOD

TO REDUCE THE STIGMA AROUND
FOOD INSECURITY



Dining Dollars



Block meals

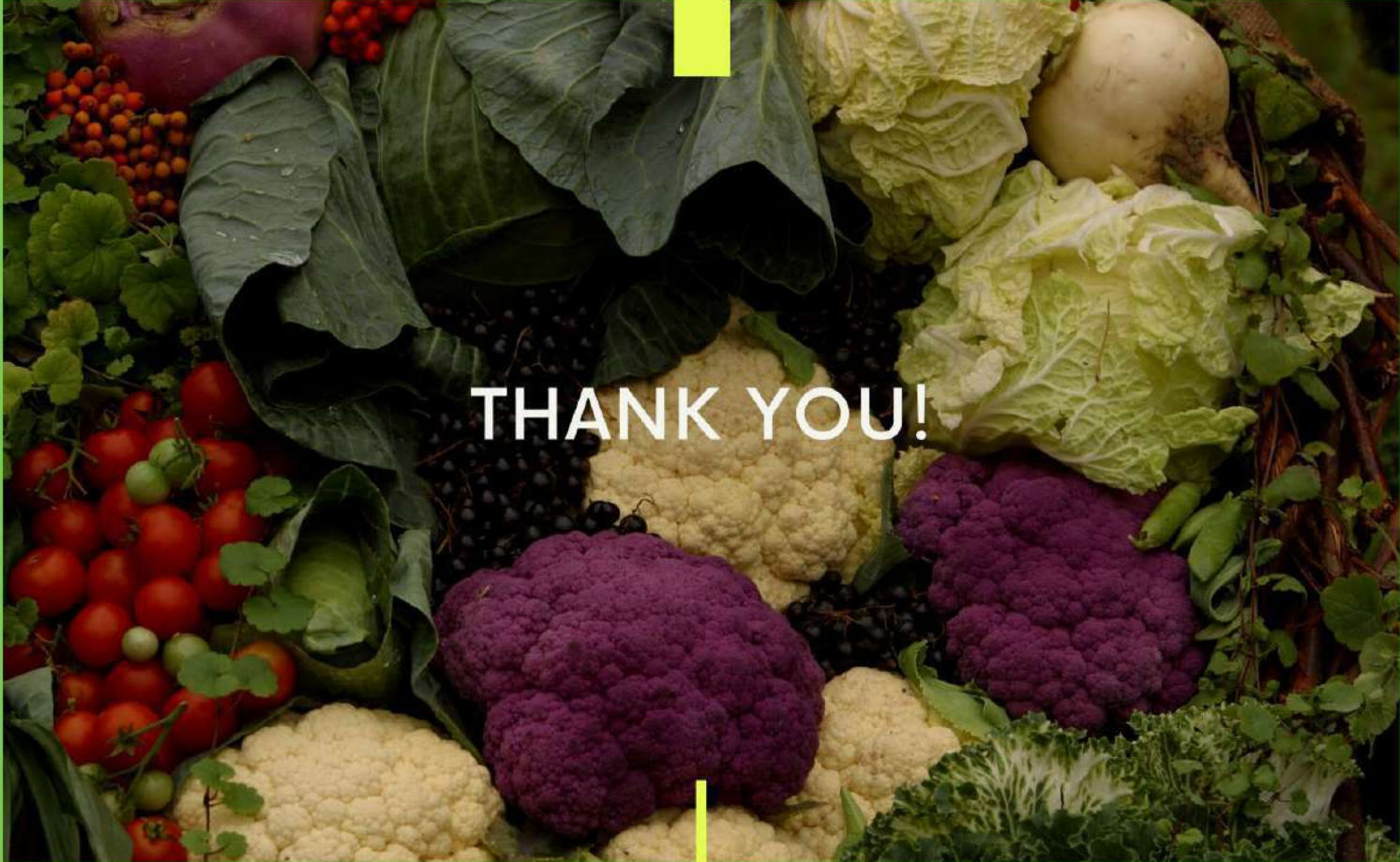


Hawk Bucks



Evergreen
Dollars

The Greenhouse Project



THANK YOU!

FONTVILLE COLLEGE

References

- Cady, C. L. (2014). Food insecurity as a student issue. *Journal of College and Character*, 15(4), 265-272.
- Darling, K. E., Fahrenkamp, A. J., Wilson, S. M., D'auria, A. L., & Sato, A. F. (2017). Physical and mental health outcomes associated with prior food insecurity among young adults. *Journal of Health Psychology*, 22(5), 572.
- HENRY, L. (2017). Understanding Food Insecurity Among College Students: Experience, motivation, and local solutions. *Annals of Anthropological Practice*, 41(1), 6-19.
- Maya E. Maroto, Anastasia Snelling & Henry Linck (2015) Food Insecurity Among Community College Students: Prevalence and Association With Grade Point Average, *Community College*
- Meza, A., Altman, E., Martinez, S., & Leung, C. W. (2019). "It's a Feeling That One Is Not Worth Food": A Qualitative Study Exploring the Psychosocial Experience and Academic Consequences of Food Insecurity Among College Students. *Journal of the Academy of Nutrition and Dietetics*, 119(10), 1713-1721.
- Simon, A., Goto, K., Breed, J., & Bianco, S. (2018). Factors Associated with Food Insecurity and Food Assistance Program Participation among University Students. *Californian Journal of Health Promotion*, 16(1), 73-78.
- Williams, J. P. (2019). Fighting Food Insecurity on College Campuses. *U.S. News - The Civic Report*, C12-C15.

Fontville College

Home of the Mighty Hawks

Greenhouse Project Partnerships

Resources/Budget

Student Activities (Slide 15)

The Office of Civic Engagement is a sub-unit of Student Activities. This office spearheads the Greenhouse Project. Students who volunteer with the office work closely with the initiative's campus partners to ensure the maintenance and upkeep of the Greenhouse.

School of Agriculture (Slide 19)

Students in the School of Agriculture will assist student volunteers within the Office of Civic Engagement with farming practices. Participation in the agricultural side of the Greenhouse Project will be considered as an on-campus internship. With our institution's strong commitment to agricultural wealth and capital, faculty and those enrolled in this rigorous academic program will be able to provide a keen perspective on how best to maximize our materials and provide the best produce possible. They will be given practical work experience that they can later take with them in their future careers.

Office of Sustainability (Slide 20)

In partnership with the Office of Civic Engagement, the Office of Sustainability will be creating a compost bin for leftover, perished food items from "Fresh Fridays." In Fontville's effort to practice sustainability, students within the Office of Sustainability will collect these items that are on the verge of spoiling and compost them for the use of soil to plant more nutritious foods.

School of Business (Slide 21)

Every successful program needs a strong brand association. Students enrolled in the School of Business will have the opportunity to take theory to practice and assist with the execution of the Greenhouse Project. Participation in the business side of the Greenhouse Project will be considered as an on-campus internship. Those majoring in Marketing will be able to work on initiatives including but not limited to the creation of print materials, social media management, branding standards, content creation, press releases, and strategic business and communication

plans. Those majoring in Management will be given the opportunity to manage our Fresh Fridays, handling the event from start to finish. Finally, those majoring in Supply Chain Management will be able to work with the packaging and distribution of produce from the Greenhouse. At the end of each semester, these students will meet to analyze the current state of the program and how it can improve.

Residence Life and School of Culinary Arts (Slide 22)

Once a month the Office of Civic Engagement, Residence Life, and the School of Culinary Arts will collaborate for cooking demonstrations, teaching students how to cook nutritious meals with the produce grown in the Greenhouse Project. Demonstrations will take place in different residence halls each month residence hall and the students will be able to take plates home. In observation of Fontville College's three (year) live-on requirement for students, this project will reach a majority of our residential students who may be facing food insecurity. At the end of each school year, all recipes will be placed onto an online cookbook and made available to all Fontville students through their student portal.

Student Health Services (Slide 23)

In Fontville's attempt to educate our students, faculty, and staff on food insecurity, the Office of Student Health Services (SHS) in collaboration with the Office of Civic Engagement will host seminars/workshops called "Facts on Food (Insecurity)" once a month that focus on the various factors of food insecurity on college campuses. SHS will discuss the implementation of the Greenhouse Project and how it strategically tackles the issue of food insecurity at Fontville College and its effect on mental health.

Financial Aid and Dining Services (Slide 25)

The Office of Financial Aid will provide benefits similar to that of the Supplemental Nutrition Assistant Program (SNAP). These benefits will be made available to students in need who are unable to purchase a traditional meal plan. They can enroll in this program via their student portal during the meal plan selection period. Our dining halls will then feature card readers similar to ones you would find at a grocery store. Students will swipe their

ID cards and be prompted to select from the following options: Dining Dollars, Block Meals, Hawk Bucks, or Evergreen Dollars.

Dining Dollars are funds that can be used at any of our Fontville dining halls. Block Meals are meal plans including a fixed number of meals per term. Hawk Bucks (the name of course commemorates our mascot. Go Hawks!) are funds that may be used at dining halls, in addition to bookstore purchases and around town. Finally, Evergreen Dollars are our SNAP-like program. This way, students' discretion is respected, and they do not have to feel pressured or embarrassed by their method of meal payment.

Dining services will donate leftover food from the day, to the cooking demonstrations.

Budget: \$3,000.00

- 12 book scholarships for students residing on campus during the break and assist with the Greenhouse Project at the amount of \$200
- Four (4) tents to be used during Fresh Fridays at the price of \$50 each
- Tables for Fresh Fridays provided by student activities
- We will be utilizing one of the on-campus Greenhouses to ensure that we are able to grow produce year round
- All farming materials provided by the School of Agriculture
- Cardboard boxes for Fresh Fridays donated from grocery stores and supermarkets in the area
- All print materials provided by School of Business
- All cooking materials provided by School of Culinary Arts and Dining Services

Remaining Balance: \$400.00

In review of the above, this program is financially feasible. Many of the Greenhouse Project resources are already accessible to us through our campus partnerships. In turn we can use a sufficient portion of our budget to further soften the financial burdens of our students.