

UM Dining & FTC Anniversary

UM Dining is a self-operated state auxiliary account serving roughly 7,000 meals every day at the University of Montana. Our Residential Dining Program offers three meal plans. Our 13 campus locations provide students 24 dining options with innovative and incredible cuisine, plentiful healthy and nutritious options, and excellent service. UM Dining is dedicated to the success of UM students; we offer work experience, scholarships, nutritional counseling, access to local foods from our UM Farm to College Program (UMFTCP). We also provide various educational programs regarding food, nutrition, and sustainability.

Since 2003, we have been deeply committed to sustainable business practices and foods through our UMFTCP. We are proud that our program is nationally recognized (cited as “Best Overall Sustainability Program” for 2014 by *Food Service Director* magazine).

The goal of this event was to celebrate the 10th anniversary of the UMFTCP. We worked with 130 local farmers, ranchers, and food producers throughout the growing season to grow items specifically for this meal. Another goal for this event was to continue educating the campus community on what our UMFTCP has accomplished over the past ten years, and what it continues to provide campus and the Montana economy.



Menu complements the theme: Our menu showcased a wide range of Montana-grown foods and local favorites in a wide variety of colors, textures, flavors, and temperatures.



Menu items offer various color, texture, flavor, and temperature:



ABOVE: Mushroom farrotto, roasted fall vegetables, Yellowstone Grassfed Beef, roasted shallot sauce, and rustic mashed potatoes.



LEFT: Tender pork belly, apple sauce, beluga lentils, mixed green salad, roasted fall vegetables, rustic mashed potatoes.

Variety of menu choices available: In a state that is famous for its beef, elk, bison, venison, and other local meat, we are always mindful to ensure vegetarian and vegan items are offered as well. Our traditional Montana desserts utilized local fruits.



ABOVE LEFT: Vegan options: mushroom farrotto, roasted seasonal vegetables, rustic mashed potato, beluga lentils, and mixed local greens.

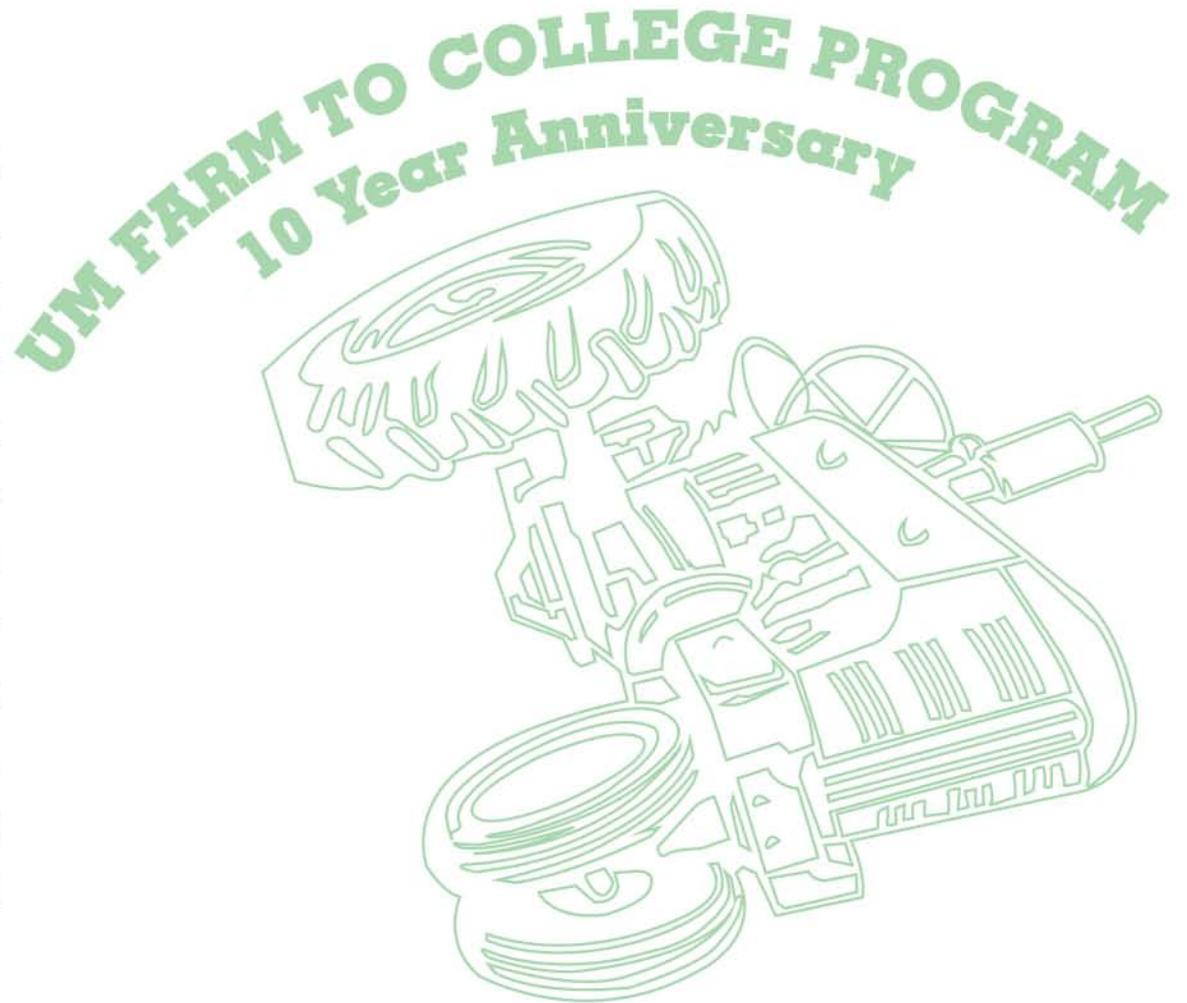
ABOVE RIGHT: Pork belly with apple sauce, beluga lentils, roasted seasonal vegetables, and rustic mashed potato.



LEFT BELOW: Local Huckleberry cheesecake, and Flathead Valley cherry crisp.

Theme Development and/or Execution

A local harvest feast to celebrate the 10th anniversary of our UM Farm to College Program, could not be held at a better location than under the Big Sky of Montana! (What better decor for a celebration of local foods than our own landscape!) We decorated the Oval with bales of hay and fresh-cut local flowers were used as table centerpieces. We featured a “memory lane” which showcased highlights from over ten years of working with UM students, faculty, local government, local farmers, ranchers, and food producers. Local band “Muzikata” performed while guests dined.



The special event or theme is innovative in concept: Innovation for this event was drawn from the Montana landscape. Considering this was a celebration of all things local, we knew it had to be set on our Oval on campus, with UM Mail Hall and Mt. Sentinel in the background, and the big skies of Montana overhead. Local flowers and produce we used as part of the decor.



The room design and/or location enhanced desired atmosphere:



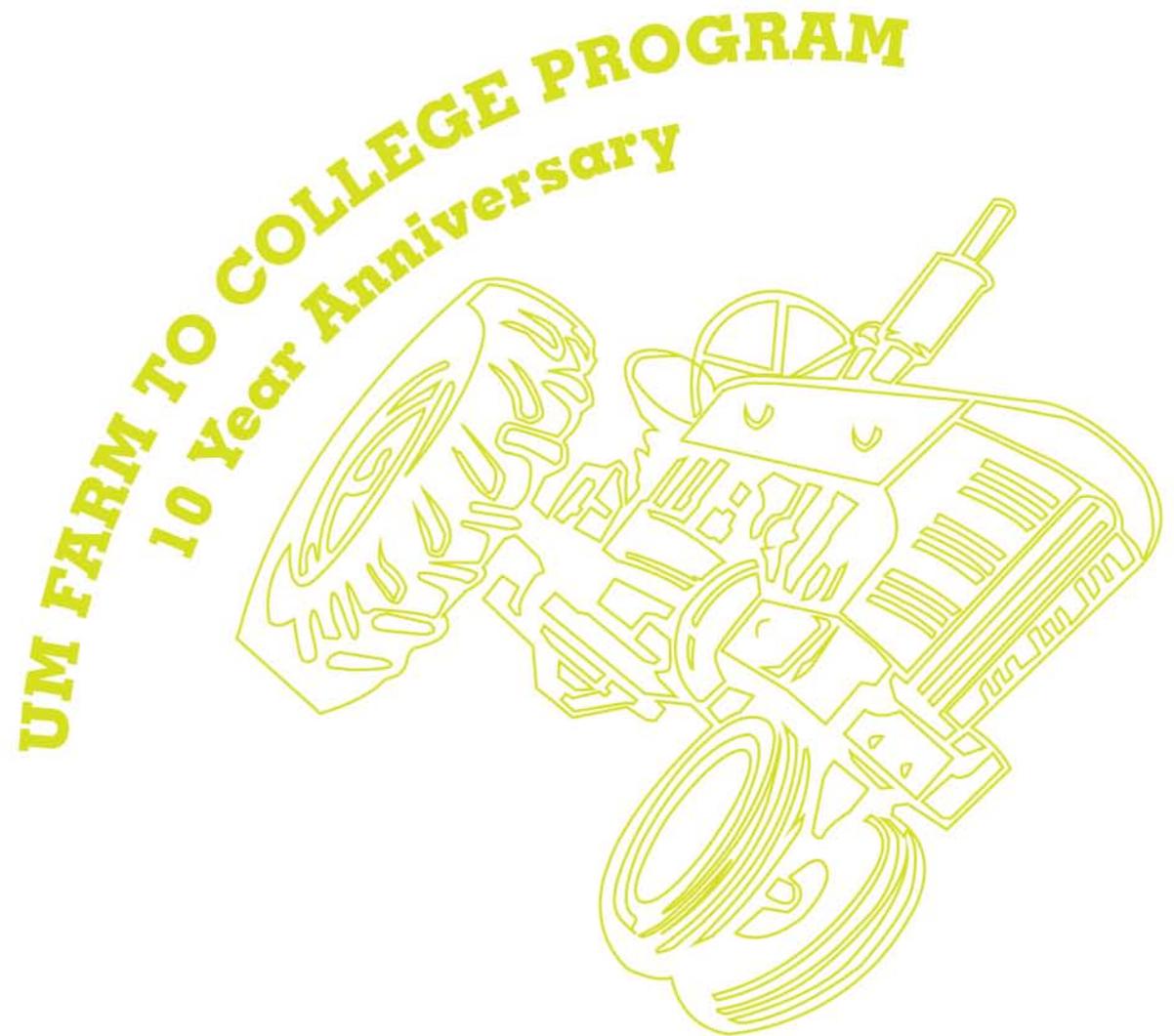
UM Main Hall and Mt. Sentinel served as our backdrop and the perfect "room decor" for our 10th anniversary! Tables are set before guests arrived.



ABOVE: Smaller table settings were reserved for special guests like UM President Royce Engstrom, Mayor John Engen, and our farming, ranching, and food producing partners.

Marketing and Making It Special

Our marketing and PR efforts were widespread. We marketed to the UM campus community via posters, napkin holders, flat screen TV's across campus, social media, our website, and articles and ads in the university newspaper. We reached out locally as well, inviting the community, local politicians, businesses, restaurants, schools, and the farmers, ranchers, and food producers directly responsible for this meal. This event was promoted in local newspapers and news channels; and to leave guests with those "silent ambassadors" that continue marketing the UMFTCP, we gave away reusable canvas bags and sold FTC t-shirts.



Graphic designs are cohesive and reflect an artful and creative flair; final product is polished in design and appearance:

In addition to our UM Farm to College Logo (below) we used a simple one-color graphic of a tractor as an element to carry the 10th anniversary theme. The tractor was used on t-shirts sold at the event, and on canvas bags we gave away (p.24), on posters, invitations (p.24), napkin holders, ads in our campus and local newspapers, our website and Facebook page (below).

"...got to get back to the land and set my soul free."

MONTANA GOTHIC

A new classic. Lightweight gray burn-out t-shirts with standard crew neck or hipster v-neck. 50/50 cotton-poly for easy care, comfort and deluxeness. Locally designed and produced exclusively for, and available for sale at, the 2012 UM Farm to College Fall Festival

\$20
A bargain!

UM Dining Gardn Manager Larry Neske and Student Gardener Anistasia Varkuza were our "Montana Gothic" t-shirt models!

Large scale informational and educational pieces were also created. Below is an example of one of the profiles we showcased of all 130 of our FTC partners, along our "Memory Lane" (left).

WITH MONTANA FOOD PRODUCERS
UM FARM TO COLLEGE PROGRAM

10 YEAR ANNIVERSARY
Food Producing Partner
Amaltheia Dairy

AMALTHEIA DAIRY
NATURAL
GOAT
CHEESE

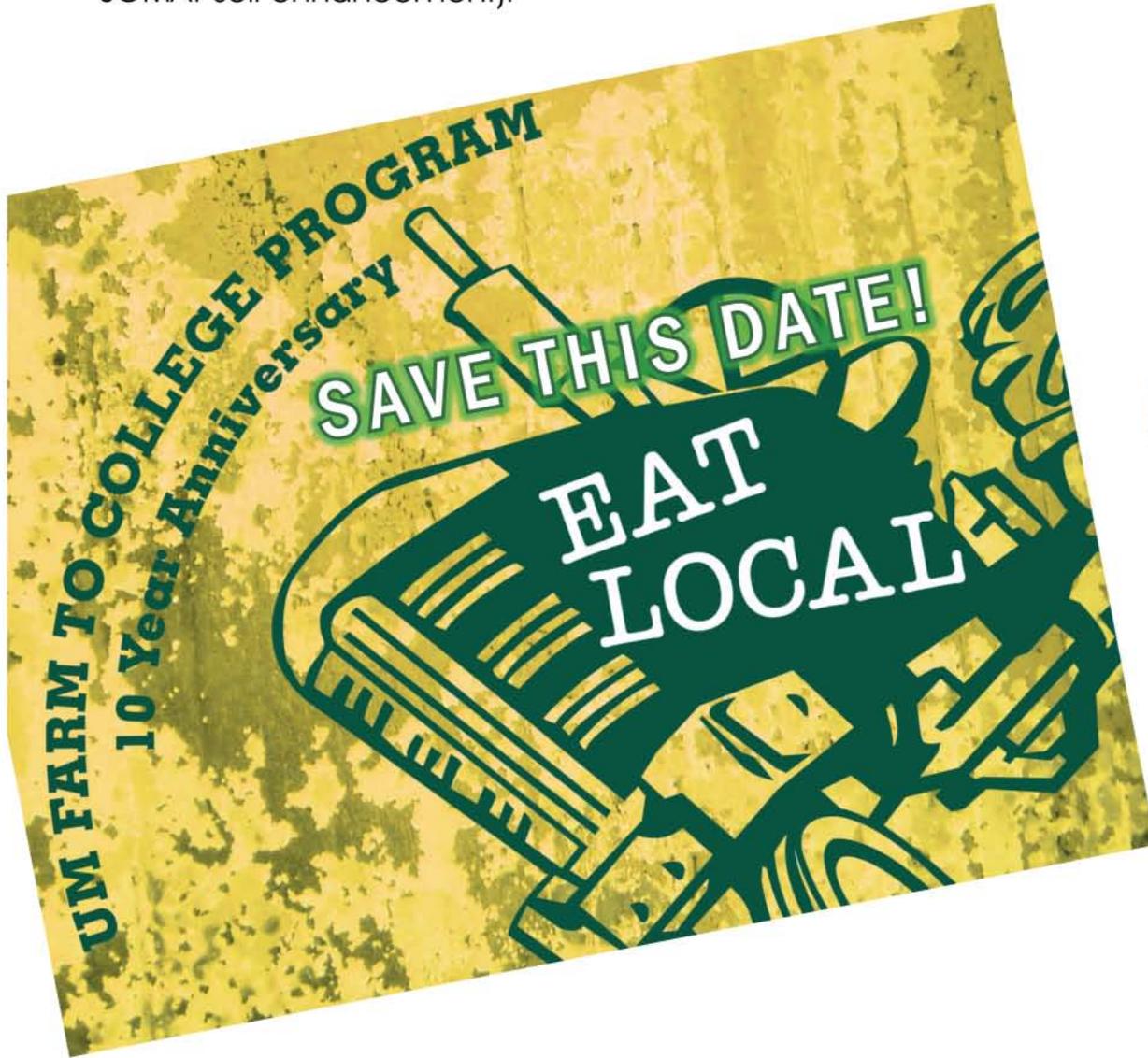
SPRING GOAT FETA

UM DINING

UNIVERSITY OF MONTANA



Event is effectively marketed through a variety of media: We utilized all media channels that we could: posters, fliers, napkin holders, flat screen TV's, our website and social media, and articles prior the event in the campus and local newspapers. We offered two marketing "silent ambassador" piece for guests to take home from the event (below - canvas shopping bag and SOMAT soil enhancement).



ABOVE: Front of our "Save the Date" invitations that went out to the Associated Students of UM, local politicians, and our farming, ranching, and food producing partners.



To encourage guests to embrace local and sustainable ways, canvas bags were given away, as well as samples of our SOMAT soil enhancement (explained p.31) to inspire guests to start their own garden.

Where appropriate activities to engage the customer were planned and supported the theme: We worked with the Culinary Arts Program at Missoula College and hosted a "Farm to College Culinary Challenge" using local foods. The challenge took place during the lunch hour and added to the excitement and festivities for that evening's 10th Anniversary feast!



ABOVE and RIGHT: Missoula College Culinary Arts students showcasing their local meal after the judging.



Other Considerations

Our student body is very proud of the UMFTCP so continuing to educate campus about the various sustainable activities we engage in is imperative. Not only did we showcase information about our UMFTCP, we also showcased all of our sustainable business practices. It's important to demonstrate we practice what we preach; so bringing our farmers, ranchers, and food producers to the anniversary celebration personalizes the local food system for our students. Without the full support of our dedicated staff, we wouldn't be able to create and accomplish this high successful community event!



Students and staff had a direct role in the event's success: UM Dining staff organize bales of hay as part of the decor and student employees helped prepare in our kitchens and serve behind the lines (below).



Sustainable efforts were included in the event design and implementation when applicable: Demonstrating our closed-loop food cycle is a big part of this event. It allowed us to demonstrate our daily dedication to purchasing and utilizing local foods, as well as all sustainable efforts. We had an area for recycling and composting all waste, with signage to showcase our pulper, SOMAT machine (which turns post-consumer food waste into a nutrient-rich soil enhancement), and all recycling efforts we do every day.



WITHIN 48 HOURS

All pre and post-consumer waste generated by the UM Farm to College 10th Anniversary Celebration will be processed on-site into soil enhancing material which will be used to grow next year's crops!



UM
DINING

100% COMPOSTABLE



LEFT: Solid pre and post-consumer food waste being loaded into our SOMAT dehydrator.

RIGHT: 24 hours later, dry and nutrient rich soil enhancement after being processed in the SOMAT dehydrator. It's ready to be mixed into soil and used in our campus garden and our worm farm.



There was an overall "wow" factor:



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UM Farm to College program marks 10 years of buying local

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Catering manager Ryan Martin sets out tablecloths for Thursday night's function. Martin planned on feeding up to 1,800 people al fresco style on the Oval.

September 12, 2013 5:00 pm • By Martin Kidston

When the Farm to College Services

MICHAEL GALLACHER/Missoulian