

ANALYSIS OF UK DINING'S LOCAL PROCUREMENT EFFORTS

UNIVERSITY OF KENTUCKY



2024

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SUMMARY

This report contains the eleventh annual assessment of the local food procurement efforts of UK Dining (Aramark) and covers the 2024 fiscal year (July 1, 2023, to June 30, 2024) (FY24). FY24 represents an important inflection point in UK Dining’s contractual commitment regarding Kentucky Farm and Food Business Impact purchasing (KYFFBI) as the contract states that the “KYFFBI will be at least twenty Percent (20%) of Dining Partner’s food and beverage purchases for that Contract Year and each future Contract Year.” Prior to this year, KYFFBI Key Performance Indicators (KPIs) required a specified purchase amount (dollars) for Kentucky Farm Impact and Kentucky Food Business Impact categories (see previous UK Dining Sourcing Reports for additional information). For FY24, the total KYFFBI target was \$2,960,023 which represents 20% of UK Dining’s total food and beverage spend of \$14,800,117. The actual FY24 KYFFBI Total was \$6,977,160 which represents 47% of UK Dining’s total food and beverage spend. With respect to Kentucky Farm Impact purchasing, UK Dining spent \$1,639,437 on Kentucky Farm Impact purchases—a 33% increase over the FY23 Kentucky Farm Impact spend. It should be noted that while the contract stipulates a 20% KYFFBI spend, it does not specify what portion of the 20% must be Kentucky Farm Impact.

Of the \$1,639,437 that was sourced from Kentucky farm operators, \$1,292,565 (79%) were “All” (100%) or “Majority” (at least 50%) farm impact items. In addition, in FY24, the majority (85%) of the Kentucky Farm Impact food items were purchased from Kentucky farms and Kentucky food businesses. This is significant as just two years ago (FY22) 83% of farm impact food items purchased came from Kentucky-based publicly traded farms and/or food businesses (e.g., Pilgrim’s Pride chicken, Prairie Farms dairy, and Klosterman’s bread). UK Dining continues to prioritize purchasing food from independently owned farms and food businesses as opposed to relying heavily on sourcing farm impact products from Kentucky-based processors and/or Kentucky-based publicly traded farms and/or food businesses (Appendix 1).

INTRODUCTION

The Kentucky Food and Farm Business Impact (KFFBI) procurement initiative of University of Kentucky’s (UK) dining service program serves as a national example for effective public private partnerships in farm-to-institution procurement. These local procurement initiatives at UK have drawn national recognition and awards, and more importantly have resulted in nearly \$25 million of direct investment in Kentucky farms and food businesses. This publication is the eleventh annual report assessing local food procurement efforts at UK by Aramark, the private dining service provider that operates UK Dining.

In keeping with the institution's land grant mission, the goal of UK's local food purchasing, and broader farm-to-campus initiatives, is to leverage our local food systems expertise to support the growth of the local farm and food economies of our Commonwealth. The Food Connection (TFC), a local food systems center borne out of the contractual relationship between UK and Aramark and housed within the Martin-Gatton College of Agriculture, Food and Environment (MG-CAFE), supports this effort by facilitating value chain coordination, providing on-farm produce food safety technical assistance, and by conducting an annual assessment of UK Dining's local food purchasing and initiatives.

The primary goals of our UK Dining 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 TFC 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 at UK, see Appendix 4: Why Local?

This analysis provides an item-level assessment of how UK Dining (Aramark) meets its annual KYFFBI purchasing requirements as defined by the dining contract. As stated in previous reports (available on The Food Connection website), our goal is the development of a replicable metric and methodology that reasonably represents the relative impact of food purchases on the Kentucky farm and food business economy.

UK DINING'S LOCAL FOOD COMMITMENTS

The Kentucky Food and Farm Business Impact (e.g., 'local food') procurement program originated in the dining contract signed between the UK and the Aramark Corporation, a food service and facilities company, 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 (KPIs) tied to local food purchases. The KPIs were revised in July 2016 to provide more targeted guidance to the program and prioritize farm-impact purchasing (see FY17 Dining Report for a more in-depth discussion of these revisions).

Local food purchases are governed by a two-part KPI that dictates minimum KYFFBI purchases categorized by degree of farm impact and Kentucky-owned food business impact. The 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 FY24 KYFFBI benchmark commitment is included in Table 1, and the contractual definitions of farm impact and business impact, harmonized with the National Farm to Institution Metrics, are provided in Table 2.

Table 1. FY 24 Kentucky Farm and Food Business Impact Benchmarks.

	FY24 Commitment	% Total Food and Beverage Spend
Total Kentucky Farm and Food Business Impact	\$2,960,023	20%
Minimum Portion Kentucky Farm Impact	\$803,078	5%

Table 2. Kentucky Farm and Food Business Impact Definitions, Harmonized with the National Farm to Institution Metrics.

Kentucky Farm and Kentucky 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

METHODOLOGY

In 2019, TFC 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 ultimately mirrored UK’s KPIs with some additional categories and classifications that provide additional clarity on the provenance of a product. 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’s standards as well as UK’s current KPIs¹.

In FY21, TFC reconfigured our tracking database to operate with the harmonized metrics. The data presented in this report are categorized to align with UK Dining (Aramark) contract purchasing requirements as well as the full suite of nationally harmonized metrics. Additionally, we have updated 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 and in the FY20 Dining Report.

In FY23, the tracking and reporting of KYFFBI purchases shifted to Aramark’s third-party service provider for sustainability data, MaetaData (Chicago, IL). The Food Connection supported this effort and helped to vet all data sent to MaetaData in collaboration with UK Dining to ensure the same data classification system was in place.

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 UK by UK Dining (Aramark) as defined and required by KPIs in the dining service contract.

Accounting for “Pass-Through” Spending by Sub-contracted Restaurants

UK Dining (Aramark) occasionally sub-contracts with local food businesses (restaurants) to provide food in campus-based dining, UK Athletics facilities, and catering. Funds spent on sub-contracted services with local vendors contribute to the Kentucky Food Business Impact KPI. However, additional steps are needed to accurately account for any farm-impact products purchased by these local food businesses. 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 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, we track the impact of the purchased food items without double counting their value in our calculations.

Fiscal Year 2024 Kentucky Farm and Food Business Impact Expenditures

During FY24, reported KYFFBI expenditures significantly exceeded the required 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 3, and a detailed breakdown of farm and food business impact is shown in Table 4. Table 5 presents a year-to-year comparison of KYFFBI purchases from FY21 – FY24. 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 Purchases for FY 24.

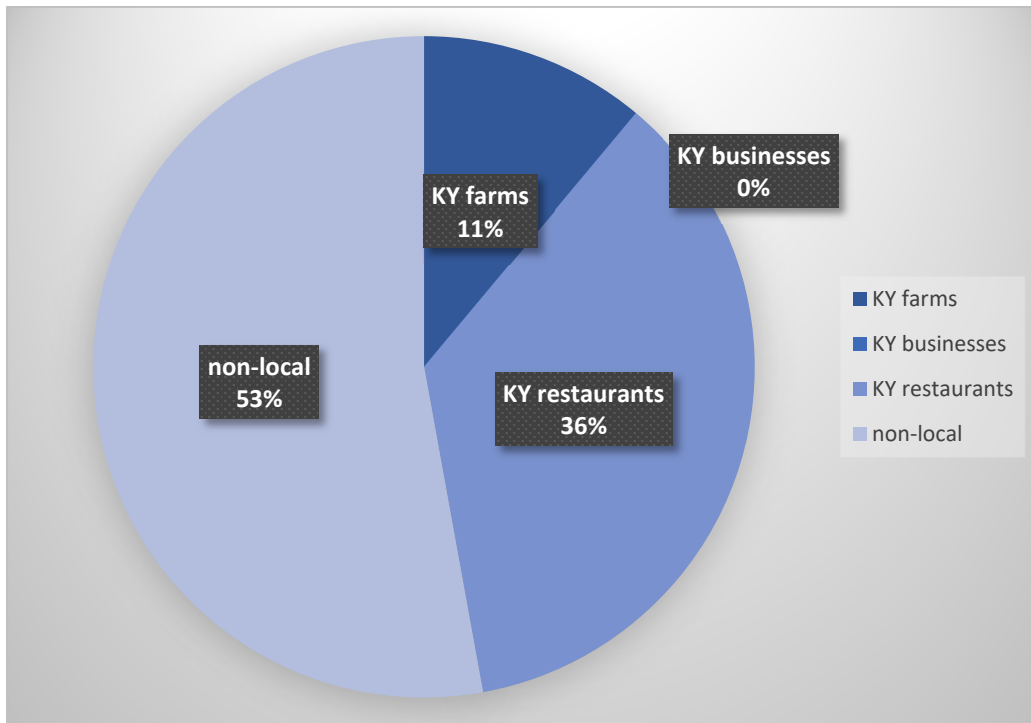


Table 3. Key Performance Indicators and Purchasing Totals for FY24.

	FY 2024 KPI	FY 2024 Actual Spend
Kentucky Farm Impact Purchases	--	\$1,639,437
Food Business Impact Purchases	--	\$5,337,723
KYFFBI Total	\$2,960,023*	\$6,977,160

***20% of total Food and Beverage Spend**

Table 4. Categorization of Kentucky Farm and Food Business Impact Purchases for FY24.

Farm Impact Category	Business Impact Category	Total UK Dining Purchases			
		FY21	FY22	FY23	FY24
All/Majority	KY Farm/KY Business	\$533,515	\$442,022	\$886,152	\$1,068,856
All/Majority	Publicly Traded/Affiliate	\$261,974	\$414,243	\$267,299	\$206,523
Some	KY Farm/KY Business	\$14,999	\$44,550	\$61,003	\$329,499
Some	Publicly Traded/Affiliate	\$777	\$7,969	\$20,399	\$17,373
Total Farm Impact		\$766,240	\$908,784	\$1,234,853	\$1,639,437
None	KY Business	\$139,797	\$28,269	\$55,398	\$97,536
None	Publicly Traded/Affiliate	\$27,103	\$142,012	\$105,049	\$436,213
None	Restaurant	\$3,231,201	\$6,534,033	\$6,885,837	\$4,801,856
Total Business Only Impact		\$3,398,100	\$6,704,315	\$7,046,284	\$5,337,723
TOTAL KYFFBI		\$3,689,738	\$4,209,365	\$7,613,100	\$6,977,160

The largest expenditure within UK Dining’s (Aramark) local procurement initiatives was the sub-contracting of stations within residential dining halls to local, independently owned restaurants (\$4,801,856, Table 4). This is a 30% decrease from FY23 (\$6,885,837), and a 27% decrease from FY22 (\$6,534,033). The sub-contracted restaurants operate stations independently of UK Dining (Aramark) systems, and are responsible for all staffing, ingredient procurement, and station operations. Residential Dining Subcontractors include: Nathan’s Taqueria, Woke Junk Food Vegan, Zen Sushi, and Eiffel Pizza. Retail Subcontractors include: Nathan’s Taqueria, Zen Sushi, Han Woo Ri, and Health Hub. Local Restaurant Row Partners include: Bery’s Speakcheezy, Bourbon N Toulouse, Daughter’s Southern, Teppan, Nourished Folks, Pasta Garage, Pho Kytchen, Taste of India, and Wiley Restaurant Group. Donut Days was utilized as a Catering Subcontractor and an Athletics Subcontractor. Other Athletics (Premium Services Catering, Kroger Field, and KY Proud Park) Subcontractors include Athenian Grill, Daughter’s Southern and Nathan’s Taqueria. The impetus and parameters of the Local Restaurant Program are detailed in the FY19 Annual Dining Report.

Farm impact purchasing (i.e., **ALL**, **MAJORITY** and **SOME** farm impact products) totaled \$1,639,437. This was double the required FY24 KPI (\$803, 078) and represents a 33% increase over FY23 farm impact purchasing, more than fulfilling the required 3% increase over the FY23 KPI (\$803,078).

Table 5. Comparison of FY21, FY22, FY23, and FY24 Kentucky Farm and Food Business Impact Purchases.

		FY 21		FY 22		FY 23		FY 24	
Farm Impact	Business Impact	Total Purchases	# of Vendors	Total Purchases	# of Vendors	Total Purchases	# of Vendors	Total Purchases	# of Vendors
Products with Farm Impact									
All/Majority	KY Farm/KY Business	\$463,679	33	\$533,515	23	\$442,022	26	\$1,068,856	26
All/Majority	Publicly Traded/Affiliate	\$271,880	4	\$261,973	4	\$414,243	3	\$206,523	5
Some	KY Farm/KY Business	\$30,681	1	\$14,999	2	\$44,550	3	\$329,499	2
Some	Publicly Traded/Affiliate	\$ -	1	\$776.85	1	\$7,969	2	\$17,373	2
Total Farm Impact		\$811,265		\$908,785		\$1,234,852		\$1,639,437	35
Products with No Farm Impact (Business Impact)									
None	KY Business	\$139,797	11	\$28,269	14	\$55,398	15	\$97,536	21
None	Publicly Traded/Affiliate	\$27,103	4	\$142,012	6	\$105,049	5	\$436,213	8
None	Restaurant	\$3,231,201	9	\$6,534,033	18	\$6,885,837	28	\$4,801,856	21
Total Business Only Impact		\$3,398,100		\$6,704,315		\$7,046,284		\$5,337,723	50
TOTAL KYFFBI		\$4,209,365		\$7,613,100		\$8,281,136		\$6,977,160	

Animal protein and dairy products included in the farm impact category in FY24 include Borden's Dairy, Chelsey's Eggs, Cleav's Family Market, Country View Creamery, Eggleston Farm Fresh, Egg Shack, Kenny's Cheese, Lake City catfish, Our Homeplace Meats, Pilgrim's Pride, Porter Road, Prairie Farms milk, and Taylor Belle ice cream. Among these protein items, UK Dining added several new farm impact items including sixteen whole hogs per academic year month from Cleav's Family Market and approximately 1,200 pounds of chicken from Eggleston Farm Fresh. In addition, UK Dining encouraged their Kentucky business impact ice cream provider, Taylor Belle, to start using ice cream mix made with Kentucky milk.

Produce was sourced from farms and food business including 80 Acres, AppHarvest, Ever True Farms, Gallrein Farm, Habegger Farms, Kentucky Blueberry Growers Association, Kentucky Fresh Harvest, Mt. Pleasant Acres Farm, Rootbound Farm, and Sustainable Harvest Farm. Table 6 outlines the Kentucky Farm Impact purchases by product type. See Appendix 3 for the complete list of vendors and products.

Table 6. FY24 Purchase by Product Type and Farm Source.*

Product Type	Farm Impact			Total (% of Farm Impact)
	All	Majority	Some	
Produce	\$23,538	\$-	\$ -	\$23,538 (1.4%)
Dairy	\$149,560	\$295,637	\$3,032	\$448,229 (27%)
Eggs	\$284	\$-	\$ -	\$284 (.01%)
Meat and Poultry	\$191,330	\$282,638	\$ 163,032	\$637,099 (39%)
Fish and Seafood	\$4,276	\$-	\$ -	\$4,276 (.3%)
Bread and Grains	\$2,666	\$ -	\$14,341	\$17,007 (1%)
Nuts Seeds OR Legumes	\$ -	\$ -	\$ -	\$ -
Beverages	\$ -	\$ -	\$ -	\$-
Prepared Meals OR Entrees	\$ -	\$232,926	\$166,468	\$399,394 (24%)
Snacks and Condiments	\$53,786	\$ 55,824	\$ -	\$109,610 (6.7%)
Total				\$1,639,437

***Excludes Sub-Contracted Restaurants**

DISCUSSION

In FY24, a significant increase (33%) in Kentucky farm impact sourcing paired with modest increase (5%) in Kentucky business impact purchasing, resulted in UK Dining more than doubling their KFBBI target. Notably, UK Dining more than doubled their purchases of food items from Kentucky farms and food businesses in the “All” and “Majority” farm ingredient category. While UK Dining continued to face labor shortages, ongoing partnerships with local restaurant subcontractors helped to meet residential campus dining needs.

In FY22 UK Dining expanded their partnerships with subcontractors (i.e., locally owned restaurants) in the residential dining halls to help overcome labor challenges and meet their Kentucky Food Business Impact. The Food Connection (TFC) has long advocated for UK Dining to hold these subcontractors responsible for some Kentucky Farm Impact sourcing to help meet the overall Kentucky farm impact KPIs. For the first time, in FY23 UK Dining required each subcontractor to spend 5% of their food purchases on Kentucky farm impact ingredients; however, in FY24 this mandate was removed. Subcontractors may have more flexibility in where they source their food from and may operate outside of Aramark procurement channels. Therefore, requiring subcontractors to purchase directly from Kentucky farmers and food businesses is both a creative and pragmatic solution to UK Dining meeting their contractual KFBBI obligations. For example, subcontractors may be more nimble in their ability to procure ingredients from smaller scale and potentially disadvantaged producers outside of wholesale procurement channels, providing the ability to directly impact Kentucky farms not currently engaged in marketing to Aramark or wholesale suppliers. While UK Dining did not require their subcontractors to purchase Kentucky farm impact items, some did, and UK Dining still dramatically exceeded their farm impact KPI.

While UK Dining decreased their 100% Kentucky farm sourced proteins in FY24 by nearly \$350,000 – largely due to the elimination of the whole beef animal purchasing program and changing student preferences – UK Dining committed to purchasing sixteen whole hogs per academic month from a BIPOC farm operating in LaRue and Hart Counties. The hogs are being processed and used for multiple on campus outlets including the residential dining halls and Kroger Field. This forward contracting is hugely beneficial for the farm, as it provides a predictable market outlet at a price point that works for the farm, processor, distributor, and UK Dining. In addition to increasing Kentucky Farm Impact pork purchasing; UK Dining also committed to shifting about a third of their monthly chicken purchasing from a large Kentucky-based aggregator to a single-family Kentucky owned and operated farm. 100% Kentucky farm impact dairy increased by nearly \$70,000, largely due to shredded mozzarella from Country View Creamery for the Local Slice Pizza Station. The “Majority” Kentucky farm impact dairy purchases also increase substantially due to the primary ice cream provider shifting to a Kentucky farm sourced dairy mix. These

intentional shifts in protein procurement significantly contributed to the more than doubling of the All/Majority Kentucky farm sourced ingredients.

Despite significant increases in some ingredient categories, Kentucky Farm Impact produce purchasing decreased by over \$13,000 between FY23 and FY24 and represented only 1% of total Kentucky Farm Impact purchases in FY24. While there are likely some barriers to Kentucky farm impact produce procurement (e.g., seasonality, the need for a third-party Good Agricultural Practices (GAP) audit, and matching student preferences with what is grown in Kentucky), UK Dining should consider a more strategic approach to Kentucky Farm Impact produce purchasing in FY25. Specifically, UK Dining could sit down with its produce distributor and The Food Connection during the winter months and crop plan for the upcoming calendar year (i.e., identify specific volumes of crops they will need and the grower who can raise them). The Food Connection, through its Cultivate Kentucky Partnership and its Kentucky Value Chain Collaborative are actively working with Kentucky produce growers to obtain third-party GAP audits so that they can sell into UK Dining's preferred local produce distributor and scale their production to meet institutional demand. Other upcoming federal investments in local food infrastructure (e.g., [Regional Food Business Centers](#), [Resilient Food Systems Infrastructure Program](#)) are likely to stimulate produce production and provide additional aggregation and distribution opportunities to growers, which in turn, will help facilitate the sale of more Kentucky-grown produce into institutional value chains.

KENTUCKY FARM IMPACT PRODUCE DEVELOPMENT INNOVATIONS

We anticipate the potential impacts of these significant investments in enhancing the produce supply chain regionally will become apparent in our FY25 and future reports. UK Dining, in partnership with The Food Connection, has identified several Kentucky farm products that they can purchase in large volumes and/or find creative uses for to help them meet their Kentucky Farm Impact KPI. Specifically, UK Dining has worked with a tortilla chip manufacturer to scale their production and subsequently purchased over \$36,000 in Kentucky farm impact tortilla chips for use at Kroger Field. In addition, UK Dining, TFC, and Custom Food Solutions (CFS) (a Louisville-based Kentucky food processor) have worked together to add more Kentucky farm products (tomatoes, milk, pork, beef, flour) to foods produced by CFS. These include soups, sauces, and pre-cooked entrees that are distributed by Sysco, a broadline food distribution company that services the region. Other items that have worked well from a volume, price, and availability perspective are whole hogs, ground beef, and shredded mozzarella cheese. These Kentucky Farm Impact purchases demonstrate the power of partnerships that creatively construct unique solutions to food systems challenges that benefit UK Dining's (Aramark's) production requirement. The Food Connection, through its Value Chain Collaborative, and UK Dining are actively working with other Kentucky Aramark

higher education accounts to leverage and replicate these local value chains to increase the amount of Kentucky farm impact purchasing throughout the Commonwealth.

CONCLUSION

The UK Dining local procurement strategy for campus dining continues to develop and adapt to the local farm and food landscape and student food preferences. The local restaurant sub-contractor program continues to help stabilize labor challenges and has had a significant impact on locally owned independent restaurants. While this has spurred tremendous growth in the local food business KPI, there is still an opportunity to strategically leverage the purchasing power of the subcontractors to support Kentucky farmers and bolster the Kentucky Farm Impact KPI.

The Food Connection looks forward to utilizing our growing programmatic emphasis on value chain coordination across the Commonwealth to assist UK Dining and its subcontractors with identifying Kentucky farm products that meet their needs and positively impacts our local food economy. The University of Kentucky continues to leverage its dining partnership to provide significant positive financial investment in our local food system and serves as a model for other institutions.

Appendix 1. Complete Classification of UK Dining Purchases by Kentucky Farm and Vendor Source.

Table A1. Kentucky Farm and Kentucky Food Business Impact (KYFFBI) Definitions

Kentucky Farm and Kentucky 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 (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.

Table A2. Food Product Examples

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. As such, the categorization of business and farm impact is applied to each individual item purchased from any given vendor. This method is key to providing a nuanced assessment that captures the nature of the purchase and contributions to food and farming business, 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). This method departs from the Kentucky Proud classification, a marketing and branding program widely recognized across the Commonwealth and administered by the Kentucky Department of Agriculture, 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 monthly by UK Dining, who aggregates the purchasing records from the two primary distributors as well as purchases made directly from Kentucky vendors. These data include 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. 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-type categories detailed in Table 3.

Table A3. Product Type Categories.

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 & Poultry	beef, lamb, pork, game, chicken, turkey, other fowl	vegetarian/vegan meat alternatives ("entree"), egg products ("eggs")
Fish & 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 & 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 & Condiments	cookies, crackers, sauces, oils, vinegar, popcorn, candy, chocolate, energy bars, syrup, nut butters	
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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 businesses, 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.

Table A4. Vendors and Products

Vendor	Business Impact	Farm Impact of Products
80 Acres	Kentucky Food Business	All
AppHarvest	Publicly Traded Food Business	All
Athenian House Catering	Kentucky Food Business	Local Restaurant
Berts Speakcheezy	Kentucky Food Business	Local Restaurant
Boone's Butcher Shop	Kentucky Food Business	All
Borden Dairy Company	Publicly Traded Food Business/Kentucky Processor	Some
Bourbon Barrel Foods	Kentucky Food Business	None
Bourbon and Toulouse	Kentucky Food Business	Local Restaurant
Broadbent B&B Food Products	Kentucky Food Business	None
Clem's Refrigerated Foods	Kentucky Food Business	All
Chaney's Dairy Barn	Kentucky Farm	All
Chelsey's Eggs	Kentucky Farm	All
Cleav's Family Market	Kentucky Farm	All
Clem's Refrigerated Foods	Kentucky Food Business	All, Some, None
Continental Mills	Publicly Traded Food Business/ Kentucky Processor	Some
Country View Creamery	Kentucky Farm	All
Custom Food Solutions	Kentucky Food Business	Majority, Some, None
Daughter's Southern	Kentucky Food Business	Local Restaurant
Donut Days Bakery	Kentucky Food Business	Local Restaurant
Eggleston Farm Fresh	Kentucky Farm	All
Eiffel Pizza	Kentucky Food Business	Local Restaurant
Elmwood Stock Farm	Kentucky Farm	All
Ever Tru Farms	Kentucky Farm	All
Gallrein Farms	Kentucky Farm	All
Gochiso	Kentucky Food Business	Local Restaurant
H&H Farms	Kentucky Farm	All
Happy As A Lark	Kentucky Food Business	Local Restaurant
Han Woo Ri	Kentucky Food Business	Local Restaurant
Home Grown Direct	Kentucky Farm	All
Kenny's Farmhouse Cheese	Kentucky Farm	All
Kerns Kitchen	Kentucky Food Business	None
Kentucky Blueberry Growers Association	Kentucky Farm	All
Kentucky Fresh Harvest	Kentucky Farm	All
Lake City Fish Market	Kentucky Food Business	All

Lexington Pasta Company	Kentucky Food Business	Local Restaurant
Lyons Magnus	Kentucky Processor	None
Mija Tortilla Factory	Kentucky Food Business	None
Mount Pleasant Acres	Kentucky Farm	All
Mr. G's Kettle Corn	Kentucky Food Business	All
Nathan's Taqueria	Kentucky Food Business	Local Restaurant
Nourished Folks	Kentucky Food Business	Local Restaurant
Our Homeplace Meat	Kentucky Farm	All
Pasta Garage	Kentucky Food Business	Local Restaurant
Pho Kytchen	Kentucky Food Business	Local Restaurant
Pilgrim's Pride	Publicly Traded Food Business/Kentucky Processor	All
Porter Road	Kentucky Food Business	All
Prairie Farms Dairy	Publicly Traded Food Business/Kentucky Processor	Majority
Preferred Popcorn	None	All
Purnell	Kentucky Business	None
Rootbound Farm	Kentucky Farm	All
Silver Mist Farm	Kentucky Farm	All
Specialty Food Group	Publicly Traded Food Business/Kentucky Processor	None
Sunflower Sundries	Kentucky Food Business	All
Taste of India	Kentucky Food Business	Local Restaurant
Taylor Belle's	Kentucky Food Business	Majority
The Egg Shack	Kentucky Farm	All
Weisenberger Mills	Kentucky Food Business	All, Majority
Woke Junk Food Vegan	Kentucky Food Business	Local Restaurant
Zen Sushi	Kentucky Food Business	Local Restaurant

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 state¹. 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 foods².

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.³ 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.

¹ Editorial. Lexington Herald-Leader April 28, 2014. <https://www.kentucky.com/opinion/editorials/article44421204.html>

² 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>

³ 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>



MONEY STAYS

Dollars spent with Kentucky farms and food entrepreneurs 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 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.

THE MANY VALUES OF KENTUCKY GROWN FOOD

CONNECT ONLINE FOR MORE ABOUT LOCAL FOOD | @UKFOODCONNECT | @UKYDINING

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 chains⁴. Said simply, because of the Kentucky Farm and Food Business Impact KPIs, UK Dining 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 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 dining marketplace.

⁴ Givens G, Dunning R. 2017. "Distributor intermediation in the farm to food service value chain." *Renewable Agriculture and Food Systems*. Retrieved from <https://doi.org/10.1017/S1742170517000746>