

Community Farming



GRAMS Marketing Agency (Group 12)

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Exec. Summary

- Target Behavior:
Microfarming
- Research Process
- Data
- Insights
- Proposed Strategy
- Communication Campaign





Targeted Behavior: Microfarming

- UT-student run farm
- Who participates?
 - Leads (2)
 - Team members (~10)
 - Student organizations (20-30)
- Average Workday
 - Word of the Day





Research Process



Observation

We observed participants at Microfarm Workdays that occur every Sunday.

In-Depth Interviews

We interviewed Microfarm team members, leads, and regular participants.

General Public Survey

We distributed a survey to the general public to gauge their thoughts and behaviors around sustainability.

Synthesis

As a team, we discussed our findings and found insights.



Data

Thinking vs. Doing

64%

Think about
environmental issues
daily

84%

Agree Climate
Change is an urgent
issue

55%

Incorporate
sustainability into their
lives

Further Analysis

- 18- 25 year olds think CC is more urgent than older generations
- The people on the extremes take action → need to target middle



Data

Exposure

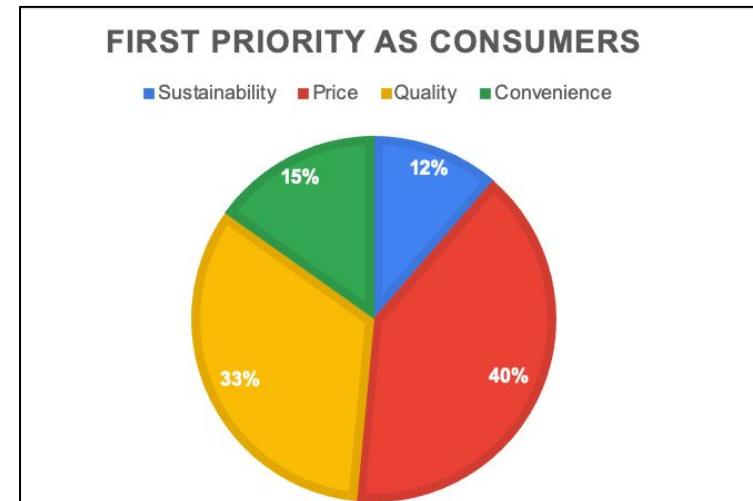
77%

Are exposed to sustainability info 3-5x per week or more

65%

Look towards social media for info

Top Priorities: Price & Quality



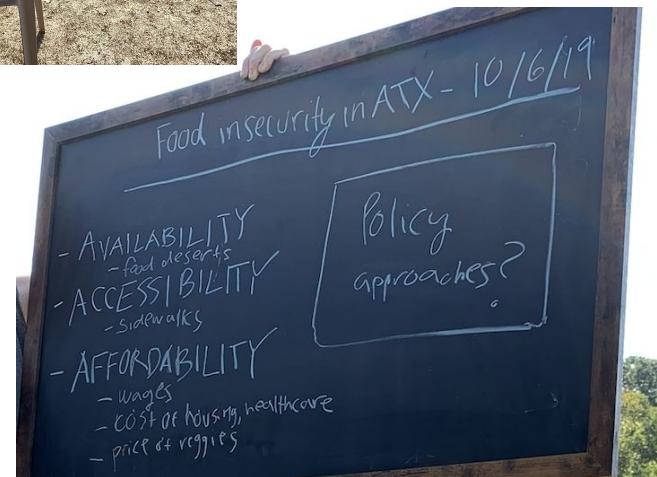
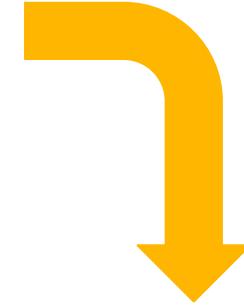
Insights

Microfarm's Needs:

- Wants more publicity
 - Students specifically

Additional Benefits of Community Farming:

- Community engagement (networking)
- Physical and mental health
- Awareness of the food system
 - Environmental health issues
 - Social issues





Proposed Strategy

Appealing to What College Students Care About

- Service hours
- Low time commitment
- Mental health
- Physical health
- Environmental and social justice

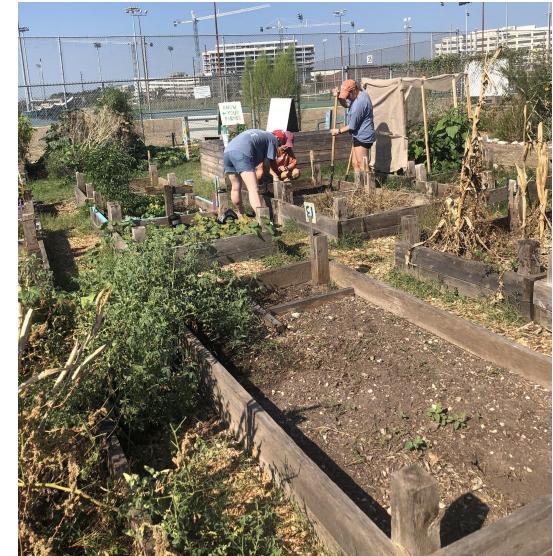
"[Community farms] represent **therapeutic landscapes**... people who have been engaged **enjoy these benefits long after** most of their engagement has ceased."¹



Proposed Strategy

Appealing to College Students' Concerns

- Young (18-25) people generally think **climate change is very urgent**
- Pesticides
- Monopolies, farmer autonomy, and **consumer choice**





Communication Campaign

How do we encourage more UT students to participate in Microfarm?



1 Social Media Advertising

2 Tabling & Signage

3 Organization Partnerships



Thank you!

Any questions?

References

1. Liu, P., Gilchrist, P., Taylor, B. et al. Agric Hum Values (2017) 34: 363.
<https://doi-org.ezproxy.lib.utexas.edu/10.1007/s10460-016-9717-0>