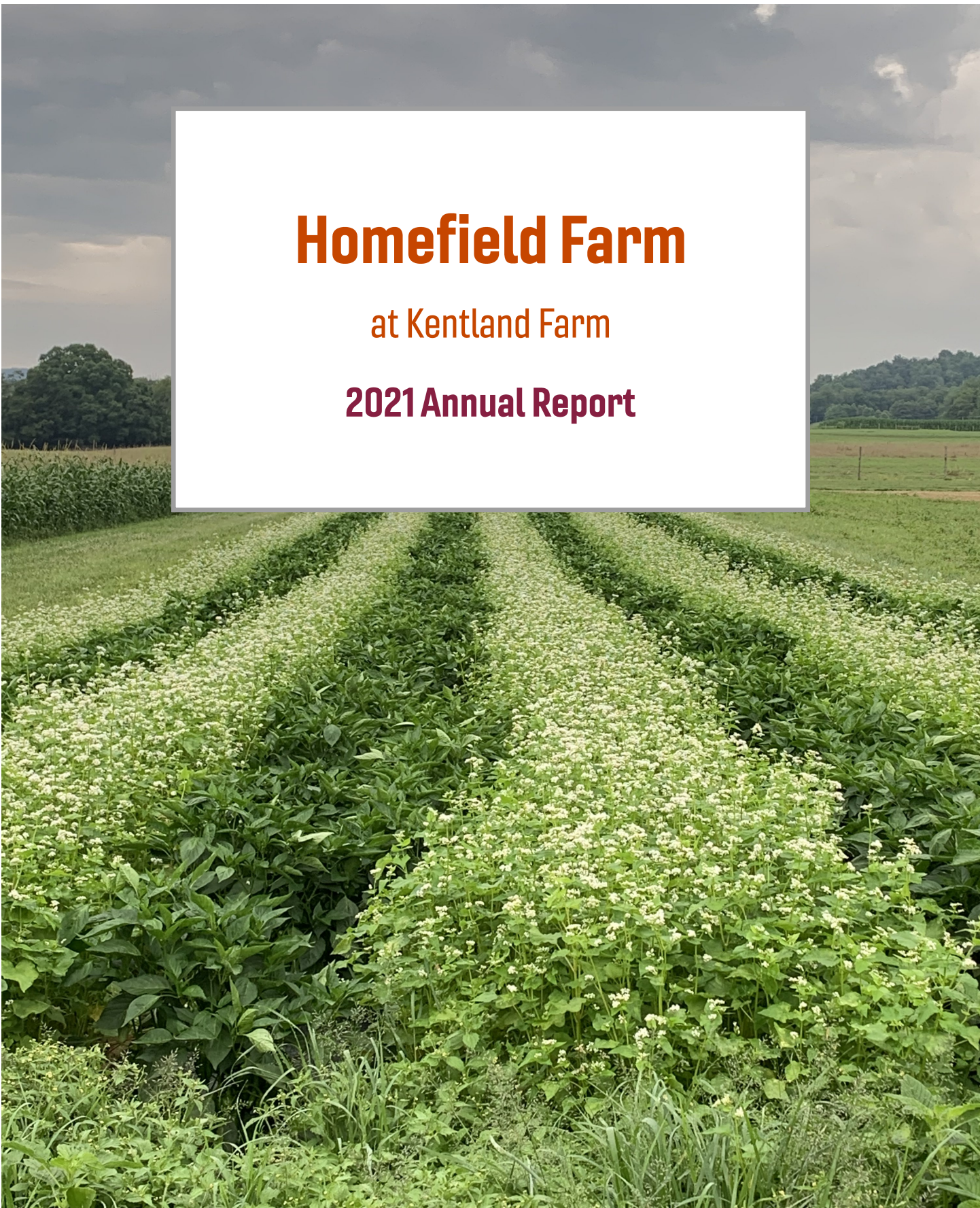


Homefield Farm

at Kentland Farm

2021 Annual Report





Acknowledgments

Shawn Jadrnicek, Farm Manager (former)

Mike Evans, Director; SPES

Ted Faulkner, Assistant Vice President for Housing, Dining, and Student Centers

Brian Grove, Senior Associate Director of Dining Services

Ben Marks, Associate Director, Dining Services

John James, UHC Facilities Manager, SPES

Tom Kuhar, Professor, Entomology

Anthony Purcell, Assistant Director for Southgate, Dining Services

Brooks Saville, Kentland Farm Agricultural Manager, CALS

Susan Sumner, Associate Dean of Academic Programs, CALS

Homefield Farm summer crew, Dining Services

Photographs courtesy of Dining Marketing Team, Adrienne Keith, Summer Dining Crew

For more information, please contact:

Adrienne Keith

Assistant Farm Manager, Homefield Farm
5250 Whitethorne Road Blacksburg, VA 24060

Blake Bensman

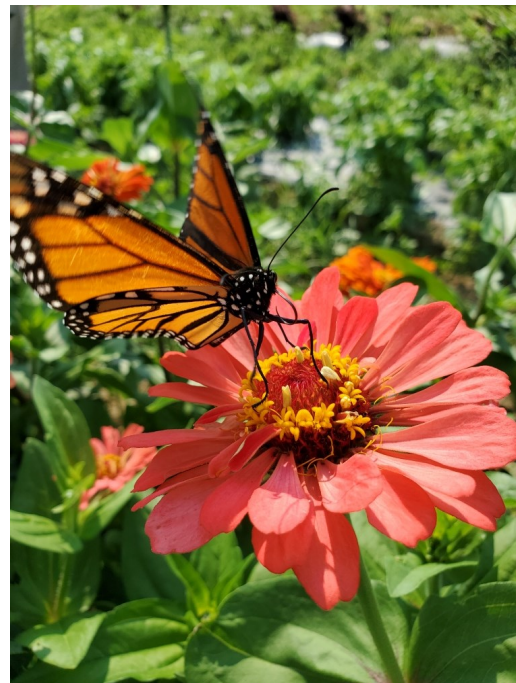
Sustainability Manager, Dining Services and HRL
150 Kent St #201, Blacksburg, VA 24060
bensman@vt.edu

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Executive Summary

A Year in Review

Homefield Farm is a six-acre certified organic vegetable farm located at Kentland Research Farm that provides experiential learning opportunities in sustainable agriculture and grows fresh produce for Virginia Tech Dining Services. The farm is operated collaboratively by Virginia Tech Dining Services, the School of Plant and Environmental Sciences, and the College of Agriculture and Life Sciences. Homefield has hosted the Sustainable Agriculture Practicum, a hands-on course in organic vegetable production, since 2014. Since our Farm Manager left Homefield for a new opportunity, we were unable to offer this course for fall of 2021. Assistant farm manager Adrienne Keith, who joined the Homefield Farm team in the spring of 2021, helped maintain the remaining harvesting and production duties of the farm for the fall. In 2021, Homefield provided 43,082 pounds of produce, valued at \$59,671, to campus dining centers. Total operating costs, excluding labor, were \$26,345. The farm underwent audits for USDA Organic Certification and USDA Good Agricultural Practices (GAP). Homefield Farm has received GAP certification for 2022. Organic regulatory authorities are still processing the inspection report, but the auditor has communicated that it is reasonable to expect successful completion of the organic certification process.

Historically, Homefield Farm hosts a weekly on-campus farm stand during the fall semester. The Farm Market Field Study, which was developed and implemented in previous years, was not offered. Only one Farm Stand was hosted on campus this year. The Assistant Farm Manager, Adrienne Keith, along with other key dining services staff, were essential to having a successful market which also attracted student volunteers and engagement.

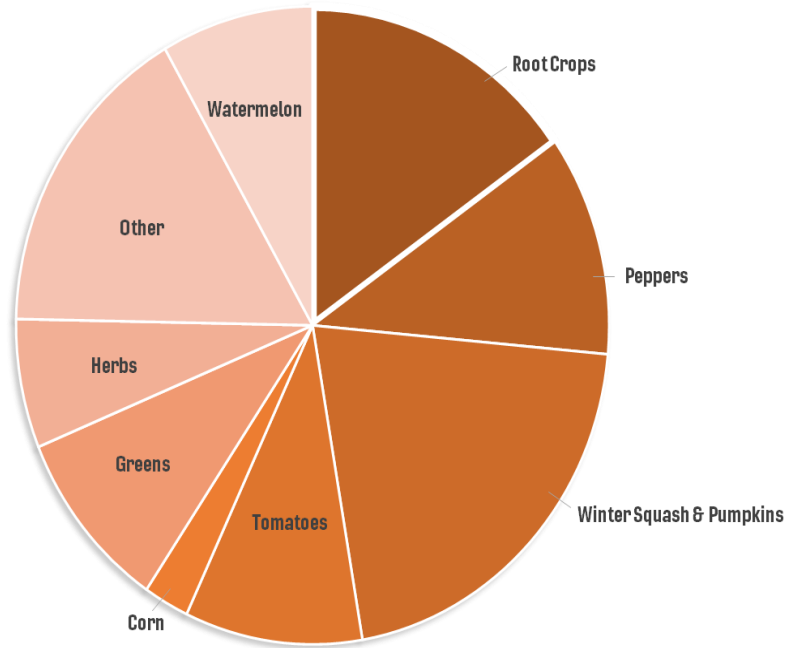


Crop Production and Value

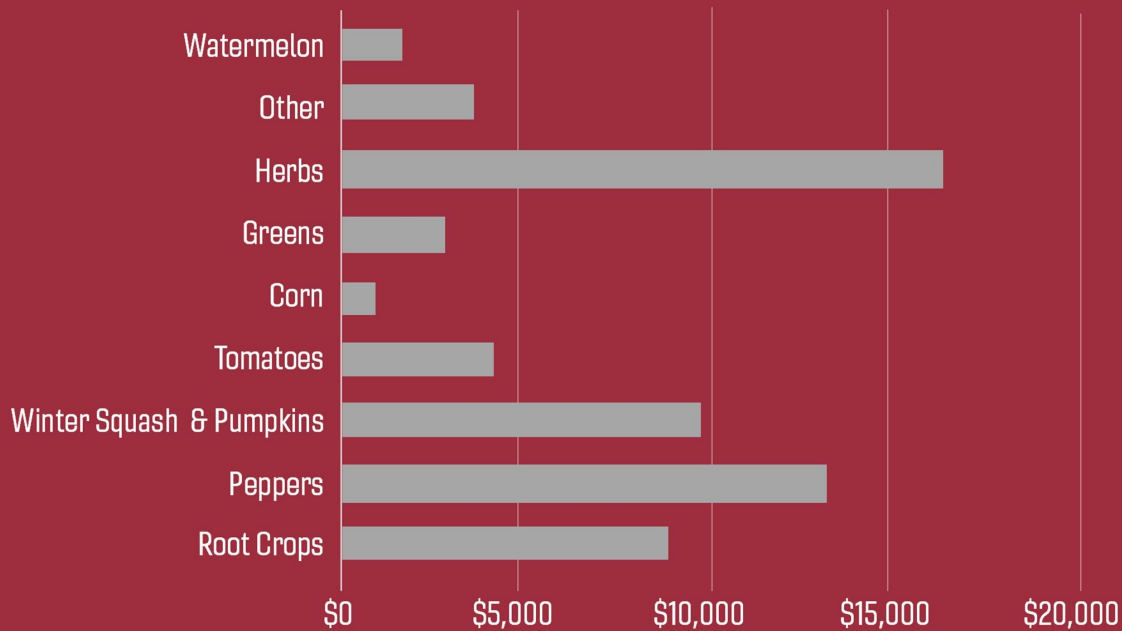
Total Harvest: 43,082 LBS

Market Value : \$59,671

More than 25 different types of vegetables and herbs were grown in 2021. 43,082 pounds of produce were harvested and delivered to campus dining centers, including over 250 units sold at the Farm Stand. Root crops, peppers, and winter squash comprised the greatest portion of production in both weight and value. Excellent yields from these crops, along with a consistent need for them on the menus of multiple dining units, facilitated the large production increase experienced this year.



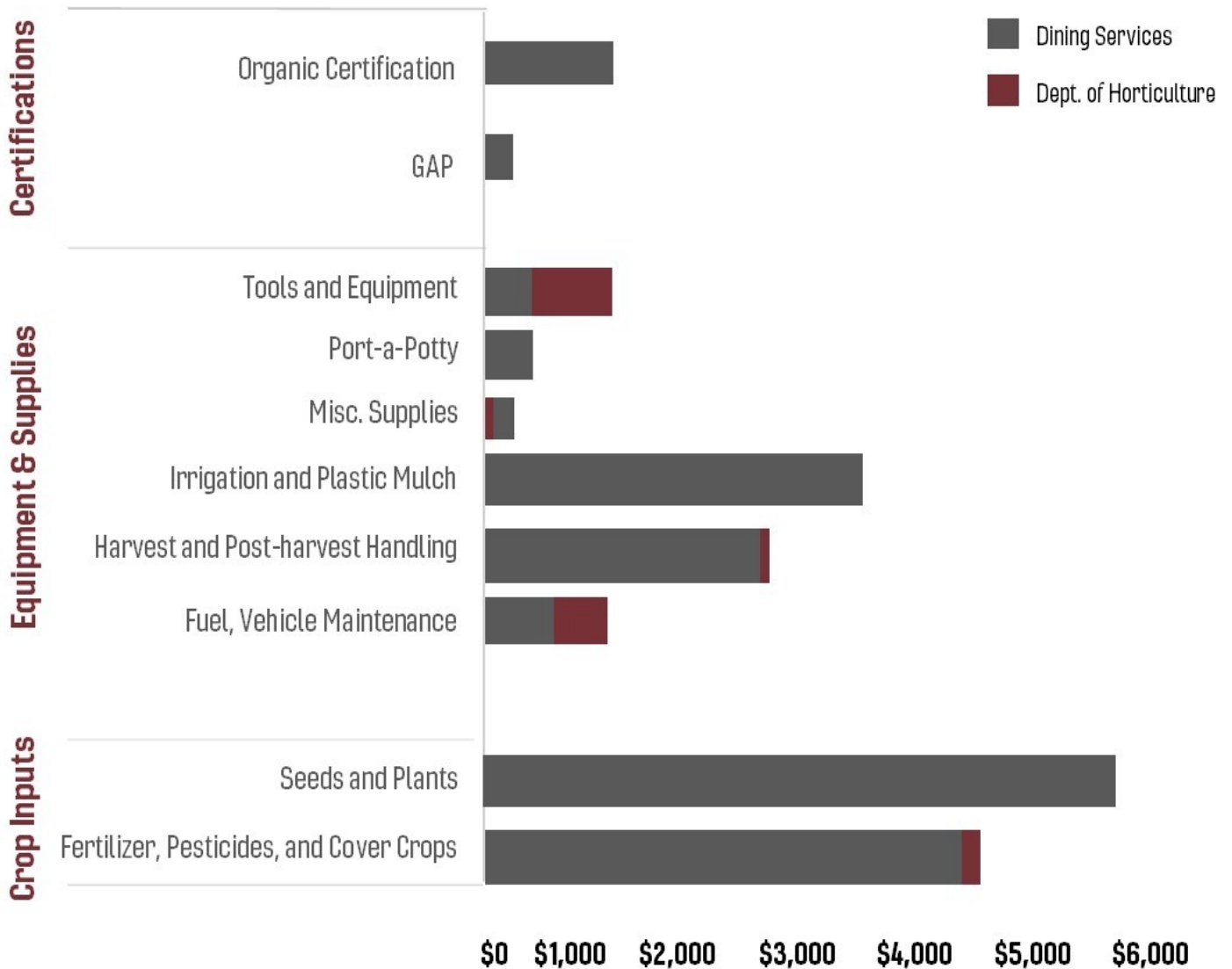
Market Value of Crops Delivered to Dining Centers



Operating Expenses

2021 operating costs for Homefield Farm totaled \$93,129 including labor. Excluding labor, the total operation cost for 2021 was \$26,345. Dining Services contributed \$57,332 (62%), and the School of Plant and Environmental Sciences contributed \$35,797 (38%). A detailed expense report excluding labor cost can be found in the appendix.

2021 Operating Expenses



Student Engagement

Student Volunteers

Homefield Farm volunteer opportunities supported aspirations for student learning, including “Embrace UT PROSIM as a way of life.” Volunteerism helped provide a resource to harvest produce and fill a gap due to the cancellation of the Farm Stand Field Study classes this fall. Students from CALS, Veterinary Medicine, and other majors committed over 85 hours helping Homefield Farm. We were impressed with how many students signed up given the limited window of opportunity for participation— which was around 6 weeks worth of harvesting. In total we had 17 volunteers; 10 students and 7 faculty & staff for the fall of 2021. We also attended the CALS Resources Fair in October and had even more interest in future opportunities.

Due to the success with this experience, our plan moving forward is to foster this culture of service and provide additional volunteer opportunities throughout the year. Participants shared that they enjoyed helping and it allowed them to “get their hands dirty” and learn about where and how their food is produced, and to learn more about the farm. They also cultivated hands-on skills with basic tools, irrigation, and food safety. All volunteers were required to go through GAP and food safety training.



Aspirations for Student Learning

At Homefield Farm

1. Commit to unwavering **CURIOSITY**

Students volunteering at Homefield Farm experientially explore local and sustainable farm practices and produce. Students shopping at the campus farm stand engage directly with the producers of local, organic, sustainably cultivated goods. Farm and Dining Services staff facilitate student understanding of connections between Homefield Farm, other organic and small-scale agricultural operations, and large-scale agricultural practices.

2. Pursue **SELF-UNDERSTANDING AND INTEGRITY**

Student volunteers at Homefield and student patrons at the campus farm stand are afforded contexts in which to reflect on the impacts of conventional, transitional, organic, and local agricultures. Within those contexts, they explore the scope of cultural and personal values related to sustainable environmental health, economic profitability, and social equity. They are then better able to reflect on how their food choices may align with or may come in conflict with their values.

3. Practice **CIVILITY**

Student volunteers at Homefield practice respectful communication skills during the time-bound cooperative enterprise of harvest. Student patrons at Homefield's campus farm stand engage with each other and staff as they discuss the farm's offerings and conduct transactions.

4. Prepare for a life of **COURAGEOUS LEADERSHIP**

Students at Homefield model leadership in their volunteer efforts supporting sustainable organic farming in their community. Student patrons at the campus farm stand demonstrate the positive potentials of conscious consumption to their community and households in their economic support of sustainable organic farming.

5. Embrace **UT PROSIM** (That I May Serve) as a way of life

Students at Homefield embody service to the campus community in their volunteer efforts on the farm in support of sustainable environmental health, economic profitability, and social equity.

On-Campus Farm Stand

The on-campus farm stand provides Hokie students and employees the opportunity to enjoy and share Homefield Farm produce in their own kitchens. First piloted in 2018, the farm stand was originally open for business on Tuesday afternoons for ten weeks during the fall semester. With the departure of the Farm Manager, we hosted one farm stand on September 28th. The location, time of day, and ability to accept dining plan monies and credit cards made the farm stand accessible and convenient for campus community members to purchase high-quality, organic produce.



Total Sales

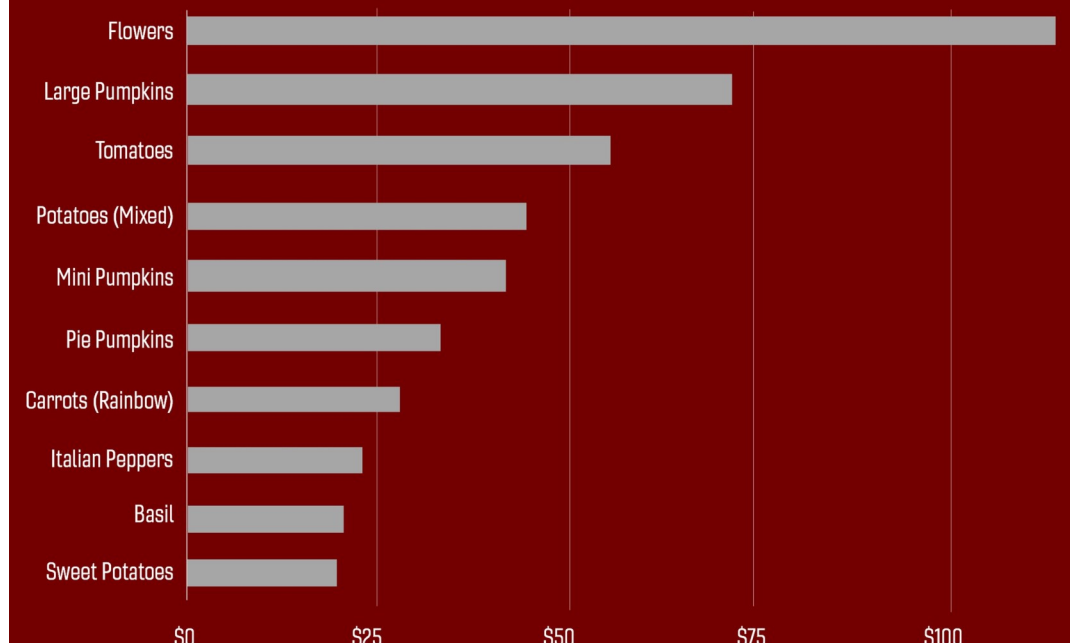
Value: \$551.30

Units Sold: 265

Transactions: 100

Detailed crop sales
available in the appendix

Top 10 Sellers at 2021 Farm Stand



Public Engagement

Tours and Events

- Dining Services Culinary Camp Tours, June 8 and 29
- Dining Services Staff Tour, July 8
- Virginia Cooperative Extension Kentland Farm Field Day, September 14
- College of Agriculture and Life Science's 2021 Student Resource Fair: SOURCES



SAVE THE DATE

2021 KENTLAND FARM FIELD DAY

When: Sep. 14th
8 am - 4 pm
Where: Kentland Farm
5250 Whitethorne Rd
Blacksburg, VA 24060
Cost: \$10 per person
Food: Lunch, Ice Cream



Workshops to include:
Grazing Summer Annuals
Value-added Cattle Marketing
Fencing Methods
Pollinators and Beneficial Insects
Small Scale Vegetable Production
Soil and Plant Health

Register by September 7:
tinyurl.com/kentland2021
or
Pulaski Extension Office
540-980-7761
paulette@vt.edu



Sustainability & Homefield Farm



HOMEFIELD FARM
VIRGINIA TECH™ SUSTAINABILITY



LOCALLY SOURCED



FARM TO TABLE

Sustainability is “the simultaneous pursuit of environmental quality, economic prosperity, and social justice and equity, through action, education, and engagement to address current needs without compromising the capacity and needs of future generations.”

Our campus sourced foods include Homefield Farm, Virginia Tech Meat Center, and campus-raised eggs and milk. You can find more details about each of these sources by visiting our website.

Farms, located in Owens Food Court, serves exclusively local, organic, and sustainable foods. Blacksburg Bagels, founded by Virginia Tech alumni, can also be found at Farms. Deet’s Place at Dietrick Hall purchases direct-trade coffee from a sustainable coffee plantation in Nicaragua and serves a wide selection of organic teas. Homestead Creamery in Wirtz, Virginia provides several locations with extra creamy, soft serve ice cream.

WE BELIEVE IN CREATING A MORE SUSTAINABLE VIRGINIA TECH.



Staff Bios



Adrienne Keith, Assistant Farm Manager

Adrienne combines experience from roles in local market farming operations, Virginia Tech Grounds and Landscaping, and the largest fully integrated high tech greenhouse vegetable producer in North America. Her Bachelor of Science in Media Studies from Radford University supports her sense of vision and harmony in the design of local food systems. Adrienne takes joy in providing quality organic produce for students while contributing to and growing in Homefield's hands-on learning environment.



Blake Bensman, Sustainability Manager

As Sustainability Manager for Dining Services and HRL, Blake Bensman brings a passion for data-informed sustainability and sustainable dining practices to the forefront of the Virginia Tech student experience. Blake works directly with Homefield Farm to amplify campus local sourcing efforts. His collaboration with the farm serves as a direct bridge for students to learn more about sustainable food systems. His expertise includes sustainable packaging, strategic planning, sustainability/ESG strategy, program development, data analysis, and food systems sustainability. Blake's unique approach to delivering sustainable dining education to prospective audiences has helped create impact-driven, experiential learning programming opportunities for students, such as the Sustainable Eats Bike Tour. In addition, Blake has worked directly with campus stakeholders to help draft the 2020 Virginia Tech Climate Commitment, create actionable strategies for sustainable procurement across 47 dining units, and manage dining's reusable container program. Blake holds a Bachelor of Science in Sustainable Business from Aquinas College. He is currently pursuing a Master of Science in Business Administration with a focus in Business Analytics at Virginia Tech.

Appendix

Crop Production and Value

Below is the total yield and market value of crops grown at Homefield Farm and delivered to dining centers. Market value was assigned to each crop based on pricing for conventional produce charged by Produce Source Partners (PSP), Virginia Tech's contract produce supplier. Pricing for local produce was used when available. For items not available locally, national pricing was used.

C=Conventional

O=Organic

Crop	Crop Category	Weight (lbs.)	Price Per Pound	Total Value
Collard Greens	Greens	3296	\$0.78	\$2,570.88
Lettuce Mix	Greens	253	\$0.72	\$182.16
Cilantro	Herbs	346	\$ 0.78	\$269.88
Parsley	Herbs	540	\$ 1.34	\$723.60
Basil	Herbs	1619	\$9.00	\$14,571.00
Cabbage	Other	4019	\$0.28	\$1,125.32
Carrots	Root Crops	682	\$0.28	\$190.96
Tomatoes (Roma, O+C)	Tomatoes	3433	\$ 1.10	\$3,776.30
Corn	Sweet Corn	950	\$ 0.99	\$940.50
Red Potatoes	Root Crops	3150	\$ 0.43	\$4,725.00
Watermelons (large)	Watermelons	2528	\$ 0.55	\$1,390.40
Watermelons (small)	Watermelons	650	\$ 0.71	\$461.50
Purple Potatoes	Root Crops	1600	\$ 1.10	\$1760.00
Large Pumpkins	Winter Squash	950	\$ 0.50	\$475.00
Pumpkins (pie)	Winter Squash	768	\$ 1.00	\$768.00
Pumpkins (green)	Winter Squash	182	\$ 1.00	\$182.00
Pumpkins (tiny)	Winter Squash	100	\$ 0.75	\$75.00
Yukon Potatoes	Root Crops	1200	\$0.35	\$420.00
Butternut Squash	Winter Squash	5994	\$1.29	\$7,732.26
Red Peppers	Peppers	4212	\$ 2.00	\$8,424.00
Napa Cabbage	Other	1310	\$ 0.78	\$1,021.80
Hot Pepper Mix (red)	Peppers	305	\$ 2.13	\$649.65
Kohlrabi	Root Crops	80	\$ 0.75	\$60.00
Sweet Potatoes	Root Crops	2629	\$0.41	\$1,077.89
Tomatoes Slicer	Tomatoes	275	\$0.91	\$250.25
Beets	Root Crops	182	\$ 0.55	\$100.10
Kale Curly	Greens	6	\$2.23	\$13.38
Kale Dino	Greens	7	\$2.23	\$15.61
Swiss Chard	Greens	7	\$2.23	\$15.61
Yellow Zucchini (C)	Other	950	\$1.69	\$1,605.50
Green Peppers (C)	Peppers	859	\$4.77	\$4,097.43
		43,082		\$59,670.98

Appendix

Farm Stand Sales

Product	Price per Unit	Unit	Revenue (\$)	Quantity Sold
Basil	\$2.00	Bunch	\$ 22.00	11
Cabbage	\$3.00	Each	\$ 9.00	3
Napa Cabbage	\$3.00	Each	\$ 12.00	4
Carrots (3/\$.5)	\$2.50	Pound	\$ 28.55	14.12
Red Beets	\$3.00	Quart	\$ 6.00	2
Flowers	\$5.00	6 stems	\$ 120.00	24
Butternut Squash	\$2.00	Each	\$ 12.00	6
Jalapenos	\$3.00	Pint	\$ 12.00	4
Kohlrabi	\$2.00	Each	\$ 12.00	6
Italian Peppers	\$1.00	Each	\$ 23.00	23
Kale	\$2.50	Bunch	\$ 7.50	3
Parsley	\$2.00	Bunch	\$ 8.00	4
Swiss Chard	\$2.00	Bunch	\$ 8.00	4
Sweet Potato	\$1.00	Each	\$ 21.00	21
Tomato	\$1.50	Each	\$ 57.00	38
Potatoes (\$.5/e);	\$1.50	Pound	\$ 43.25	33.5
Mini Pumpkins	\$1.00	Each	\$ 39.00	39
Pie Pumpkins (Med)	\$3.00	Each	\$ 30.00	10
Large Pumpkins	\$6.00	Each	\$ 72.00	12
Habaneros	\$3.00	Pint	\$ 9.00	3
		Subtotal	\$ 551.30	265
		Total w/ Tax	\$ 580.52	
		Flex	\$ 275.65	

Appendix

Expenses

Category	Sub Category	Vendor	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Tools/Equipment	Tools	Blacksburg True Value							\$64.92	\$22.78					\$87.70
Crop Inputs	Seeds	Johnny's Selected Seeds			\$810.10	\$1,167.43			\$27.00						\$2,004.53
Crop Inputs	Seeds	Jones Family Farms			\$663.60										\$664
Certifications	Organic Certification	Quality Certification Services	\$200						\$1,250						\$1,450
Crop Inputs	Seeds	Seedway LLC			\$214.74	\$190.58	\$5.19	-\$59.45							\$351.06
Crop Inputs	Fertilizer, Pesticides, and	Seven Springs Farm Organic Farming				\$4,439						\$170			\$4,609.00
Tools/Equipment	Restroom/Operations	Tidy Services					\$140		\$125	\$250	\$125	\$125			\$765.00
Certifications	GAP	VDACS/ SCI Audit Bran		\$805	\$345.00										\$1,150.00
Crop Inputs	Seeds	Banner Greenhouse			\$958.32										\$958.32
Tools/Equipment	Equipment	Berry Hill Irrigation				\$1,965	\$223.79			\$57.26	\$1,638				\$3,884.05
Crop Inputs	Seeds	High Mowing Organic Seeds				\$100.95									\$100.95
Crop Inputs	Seeds	Kitazawa Seed				\$120.05									\$120.05
Crop Inputs	Seeds	Maine Potato Lady				\$1,354.40									\$1,354.40
Tools/Equipment	Equipment Maintenance	ESP Water Products					\$607								\$607.00
Crop Inputs	Seeds	Kitazawa Seed				\$95.85									\$95.85
Crop Inputs	Seeds	Maine Potato Lady						\$324.63							\$324.63
Harvest & Post Harvest	Supplies	Clark Associates Inc	\$1,799						\$98.98						\$1,898
Harvest & Post Harvest	Supplies	ULINE, Inc							\$894.50						\$894.50
Tools/Equipment	Vehicle Maintenance	Advance Auto Parts								\$76.12					\$76.12
Tools/Equipment	Supplies	Blacksburg Seed Exchange								\$50.58					\$50.58
Tools/Equipment	Vehicle Maintenance	Advance Auto Parts									\$50.12				\$50.12
Harvest & Post Harvest	Supplies	Sanico									\$45.42				\$45.42
Misc Expenses	Reimbursement	Employee Reimbursement									\$336.18				\$336.18
Tools/Equipment	Vehicle Maintenance/Fuel	Virginia Tech Fleet Services											396.66		\$396.66
Tools/Equipment	Vehicle Maintenance & Repair	M & M Tire Auto Service	\$759.10												\$759.10
Harvest & Post Harvest	Supplies	Amazon			\$142.23										\$142.23
Tools/Equipment	Equipment & Supplies	Lowe's			\$407.92										\$407.92
Tools/Equipment	Equipment	Johnny's Selected Seeds			\$110.37										\$110.37
Crop Inputs	Cover Crop	Southern States				\$219.96									\$219.96

Appendix

Expenses

Continued From Previous page

Tools/Equipment	Equipment Maintenance	Farmer's Friend					\$169.85								\$169.85
Misc Supplies	Supplies	Lowes						\$112.54							\$112.54
Crop Inputs	Propagation Space Rental	VT SPES Greenhouse								\$55.30					\$55.30
Tools/Equipment	Equipment Maintenance & Repair	Amazon								\$52.38					\$52.38
Misc. Supplies	Supplies	Lowes									\$79.11				\$79.11
Tools/Equipment	Equipment	Buckeye Tractor Company									\$296.00				\$296.00
Tools/Equipment	Vehicle Repair	Meade Tractor												\$480.71	\$480.71
Tools/Equipment	Vehicle Fuel	Kentland Farm									\$1,186.21				\$1,186.21
														TOTAL:	\$26,345.38

Appendix

Expenses: Fuel

Dining Services Fuel Expense Total: \$396.66

Kentland Farm Fuel Expense Total: \$1,186.21

GRAND TOTAL: \$1,582.87

Appendix

2021 Harvest Log

C = Conventional/Non-Organic

Date	Item	Weight (In lbs.)	Field #
6/1 to 7/14	Collards	3,296	13,14
6/9 to 9/16	Lettuce Mix	253	13
6/9 to 6/23	Cilantro	346	20
6/9 to 9/17	Parsley	540	20
6/24 to 10/14	Basil	1,619	13
6/30 to 9/7	Cabbage	4,019	13,8,7
7/2 to 8/11	Yellow Zucchini (C)	950	14,15
7/14 to 9/17	Carrots	682	6, 20
7/19 to 8/23	Tomatoes (Roma)	2,863	13,15
8/23 to 9/13	Tomatoes (Roma) (C)	570	N/A
9/13 to 9/20	Tomatoes (Slicer)	275	2
7/28 to 8/24	Green Peppers (C)	859	N/A
7/28 to 8/9	Sweet Corn	950	13
7/28 to 7/30	Red Potatoes	3,150	9,10
7/29 to 10/13	Flowers (Mix)	8 Buckets (NOT LBS)	12,13
7/29 to 8/26	Watermelon (Small & Large)	3,178	4
7/30 to 8/6	Purple Potatoes	1,600	9,10
8/10 to 10/12	Hot Pepper Mix	284	13
8/12	Jalapenos	21	13
8/19 to 10/12	Red Peppers	4,212	19
8/3	Pumpkins (Large)	950	4,5
8/3	Pumpkins (Pie)	768	4,5
8/3	Pumpkins (Tiny)	100	4,5
8/3	Pumpkins (Green)	182	4,5
8/3	Pumpkins	100	4,5
8/5	Yukon Gold Potatoes	1200	9,10
8/13	Butternut Squash	5,994	4,5
8/24 to 9/2	Napa Cabbage	1,310	2,22
9/8	Kohlrabi	80	22
9/9 to 10/2	Sweet Potatoes	2,629	8,9
9/14 to 9/15	Beets	182	6
9/17	Kale (Curly, Dino)	13	2,22
9/17	Swiss Chard	7	2

GRAND TOTAL: 43,082 lbs

Appendix

Field Map

Below is a graphic representation of the fields and crop locations

Field #	Homefield Farm Map 2021 (as of 6/30)
30	Grasses; No Crops
29	Grasses; No Crops
28	Tilled Empty
27	Tilled Empty
26	Tilled Empty
25	Tilled Empty
24	Tilled Empty
23	Tilled Empty
22	Broccoli, Collards
21	Tilled Empty
20	Corn, Cilantro, Parsley, Carrots
19	Red Peppers, Plastic, Drip Tape
18	Tilled Empty
17	Tilled Empty
16	Old Asparagus Field
15	Tomatoes, Summer Squash
14	Summer Squash, Collards
13	Cabbage, Summer Squash, Hot Peppers, Basil, Lettuce, Tomatoes, Corn
12	Potatoes
11	Potatoes
10	Potatoes, Sweet Potatoes
9	Sweet Potatoes
8	Sweet Potatoes, Cabbage, Broccoli
7	Tilled, Empty
6	Carrots, Beets
5	Watermelon, Winter Squash
4	Winter Squash, Watermelon
3	Lettuce, Tomatoes, Swiss Chard, Hot Peppers
2	Cabbage, Broccoli, Cauliflower
1	MOVEABLE HIGH TUNNEL (Empty 2021)

Appendix

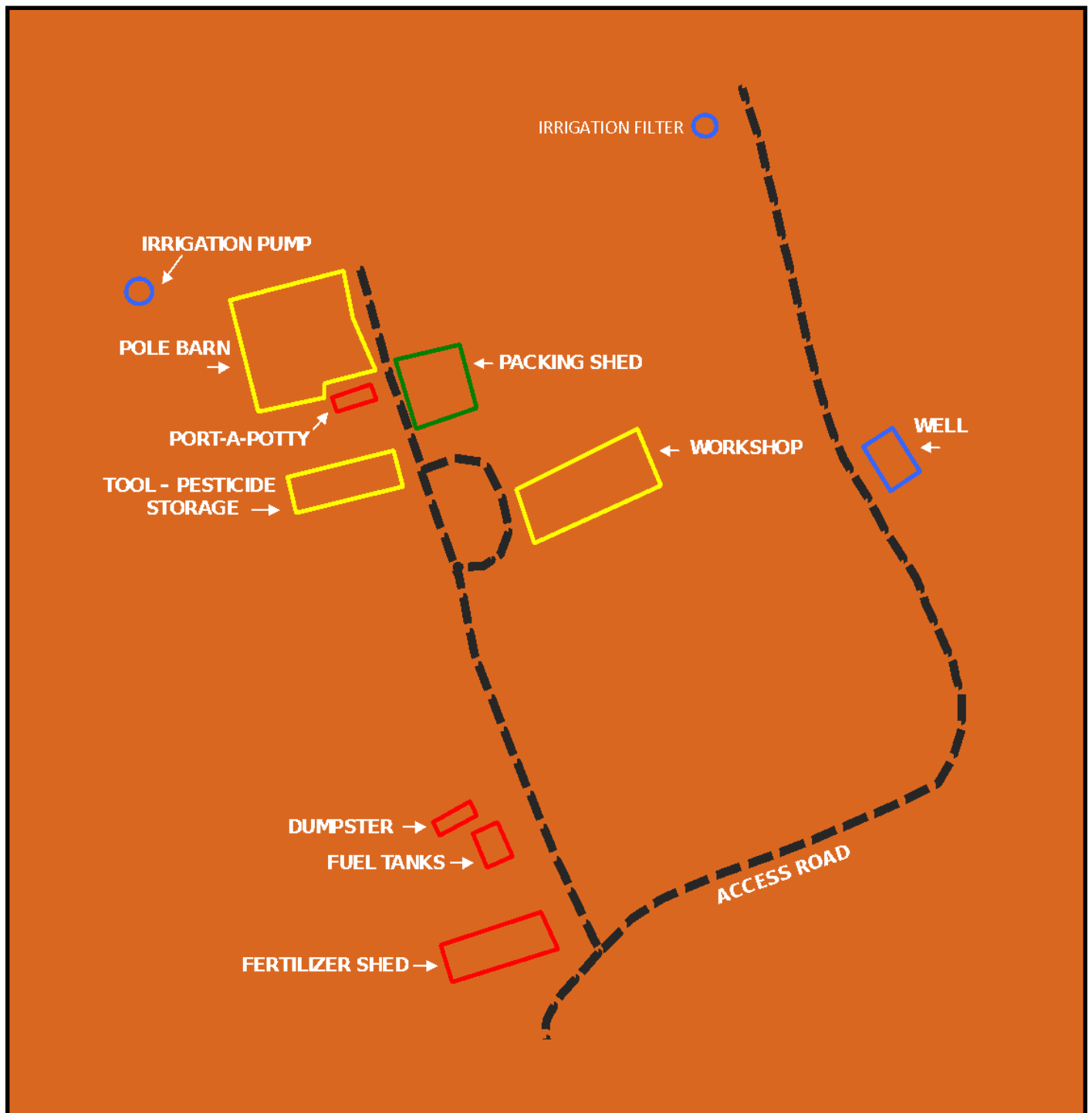
Farm Map 1

OGP-2 Parcel Map: Homefield Farm



Appendix

Farm Map 2 (Facilities)



Appendix

Farm Map 3 (Pack Shed)

