

Encouraging Local Food Consumption - Marketing

Possible Academic Connections: Marketing, Visual Communication, Graphic Design

Recommended project length: Semester

Experiential Learning? Likely

Community Engagement? Likely

Remote learning possible? Likely

Connection to OHIO Sustainability & Climate Action Plan: Food, Student Life

Brief description: Create marketing for Ohio University dining halls encouraging local food consumption.


Project description:

Design marketing materials to encourage local food consumption, including information describing where OU dining hall food is sourced, along with information on how eating sustainable local food benefits people and how students can be more sustainable consumers.

1. Research [Ohio University's Farm to OHIO Working Group](#) and other universities' local food consumption practices.
2. Connect with Susie Huser from CFI to discuss existing marketing (see marketing materials attached); connect with Autumn Ryder from Culinary Services to determine requirements for marketing on dining hall screens.
3. Determine if students do or do not eat local foods, why or why not, and how best to encourage local food consumption in the dining halls, perhaps through a food survey.
4. Design materials for dining hall screens; determine other methods to promote local food.
5. Share marketing materials with project stakeholders, including CFI, Culinary Services and the Office of Sustainability.

Resources available to students/faculty to complete project:

- Virtual meeting or emails with Susie Huser

- Virtual meeting or emails with Autumn Ryder
- Existing Farm to Ohio Working Group marketing materials and website information (attached)
- Past student projects:  [Team 8 Presentation.mp4](#)

Project alignment to OHIO Sustainability & Climate Action Plan:

- [Food](#) (goal #1 and #2)
- [Student Life](#) (goal #2)

Please send final project deliverables to sustainability@ohio.edu for tracking and reporting purposes.