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Barriers to Local Food

Feasibility Study Report

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Lettuce Feasibility Study

This project proved to be much more difficult than I expected at first. Despite many attempts I was unable to successfully contact and interview anyone who could've potentially supplied UVM with local lettuce at a reasonable volume to fit UVM's demand. I believe the lack of response is a testament to a lot of the barriers that UVM faces when trying to procure local food. One seemingly smaller but important barrier is that farmers are very busy people. This is likely the simplest reason I was unable to get in touch with anyone who could supply local lettuce to UVM. The fact that the local farmers are so busy does not bode well for them being able to, or wanting to take on the responsibility and work of providing for UVM. Another barrier is making room for UVM to step into the market. Most local farmers already have steady

to schedule a phone interview but they were only able to allot 15 minutes for the interview. The interview later fell through and they were unable to reschedule. No one else got back to me and I

Greens would likely be able to provide for UVM's lettuce needs volume-wise. Pete's Greens also has the advantage of being a four season farm meaning that they grow lettuce throughout the winter. This would give Pete's Greens an advantage supplying to UVM over producers who do not grow lettuce during the winter season. Another plus for Pete's Greens is that they already work with Black River Produce and can distribute year-round. Pete's Greens

order to do so. However, from my efforts I found that most farms I contacted were not interested in participating in the study. This could be either due to lack of time, inability to supply UVM with lettuce, or lack of interest in participating in the study, among a number of other factors. Sodexo, or anyone else looking to procure local lettuce for UVM would likely run into similar problems to those I did. Although most of the farms I contacted did not respond, this does not necessarily mean they are uninterested in working with UVM altogether. The farms I chose to explore further, or possibly other farms could still potentially be interested in working with UVM in the future. Despite my difficulty in finding sources for local lettuce for UVM, I still believe it is something worth pursuing.

Works Cited

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