



Green Gown
Awards 2016



Dissemination
supported by:



Finalist's case study

The University of Sheffield Food & Drink

University of Sheffield Brings Superfresh Milk to its Campus

About the project

Summary

A first of its kind collaboration between the University of Sheffield and local dairy farm Our Cow Molly to provide sustainable and locally sourced milk to all University catering outlets

Project partners

Our Cow Molly dairy farm

The results

The problem

Our milk was making a 330 mile round trip from Yorkshire (where it was milked) to London (for pasteurization and bottling) and back to Yorkshire.

The approach

We partnered with local dairy farm Our Cow Molly to supply all of our University catering outlets. Orders are placed each evening on smart phones

Our goals

To reduce our environmental footprint in procurement and to support local business

Obstacles and solutions

The dairy farm required expansion to meet the demand from the University	A letter of intent from the University was able to secure a loan for new equipment to increase output from 8,000 to 40,000 litres per week
Increased price of milk	Switching to a 100% local supplier meant that we would pay an additional 10p per litre of milk, since the switch we have seen a 54% increase in the sales of milk based drinks outweighing the initial cost.

Performance and results

The project has been a success for both the University and Our Cow Molly. The operation runs smoothly with orders being placed each evening via computers and smartphones, the cows milked at 4am and then delivered



Profile

- Higher Education
- 27,320 students
 - 7,802 staff
 - Urban

Category supported by





Green Gown
Awards 2016



Dissemination
supported by:



Finalist's case study

fresh to University catering outlets each morning. Our Cow Molly was able to receive a loan from the bank thanks to the letter of intent from the University of Sheffield and successfully increase its output from 8,000 to 40,000 litres per week.

Since switching to fresher, locally sourced milk we have seen a significant increase in the sales of milk based drinks, proving that local and fresh provides a superior product. Since the introduction of Our Cow Molly milk in to University cafes, we have seen sales of milk based drinks increase 54%. We have also run student engagement promotions in collaboration with Our Cow Molly such as giving away free ice cream to incoming students and a current promotion in our cafes where we give away a free cup of #superfreshmilk with every cookie purchased which helps us tell the story of our partnership.

Our project has received significant coverage in both local and industry press leading to a number of awards and accolades. This summer we won a BBC Future Food Award, beating out McDonald's to first place. Numerous Universities have approached us to enquire about the model and look to adopt similar partnerships where possible. The coverage has led to many other businesses in Sheffield switching to Our Cow Molly milk including the University of Sheffield Students' Union. We have also been approached by Leeds City Council who are interested in exploring the role of the Third Sector in driving sustainable procurement practices.

The future

Lessons learned

We have proof of concept that local, sustainable partnerships can be part of the procurement process. The University has been able to leverage its position as a key player in the city to provide a boost to the local economy and help sustain an industry which has been going through significant hardship at the same time as reducing our environmental footprint.

Sharing your project

We have shared the project widely through social media and the project received good coverage in local and industry press. In the summer we won a BBC Future Food Award for our partnership, beating McDonald's to claim first place. This coverage has led to more businesses in Sheffield stocking Our Cow Molly milk, including the University of Sheffield Students' Union. This September we redesigned our coffee cups (of which we sell circa 2,000 a day) to include information about where our milk comes from and that it is delivered fresh each morning. Currently we are running a promotion across our cafes where we give away a free cup of #superfreshmilk with every cookie purchased which helps us tell the story of our partnership. We have also been contacted by Leeds City Council who are interested in exploring the role of the Third Sector driving innovation in sustainable procurement.

What has it meant to your institution to be a Green Gown Award finalist?

Being shortlisted has been incredibly meaningful for all of us involved in the project. When we embarked on this project we had given no thought towards future accolades or even recognition, but were driven by our belief in public responsibility as a Higher Education institution. Gavin Brown, Head of Commercial Services at the University of Sheffield said "To be recognised for our achievements through winning a Green Gown is frankly humbling. We as an institution are immensely proud of our collective endeavors with our partner Our Cow Molly. We hope that this recognition will provide encouragement and a blueprint for other organisations to start similar initiatives"



Green Gown
Awards 2016



Dissemination
supported by:



Finalist's case study

Further information

Contact details:

Email Addresses: k.k.ryan@sheffield.ac.uk, ed@ourcowmolly.co.uk

Websites: www.withus.com / www.ourcowmolly.co.uk

Social Media: twitter.com/geniussheffield / twitter.com/ourcowmolly