The Plan

- On-campus, indoor, mini produce market
- Fruits and vegetables, dairy, eggs, and other fresh foods
- Convenience: students could use their Catcards and would not have to leave campus to buy fresh food
• Many campuses have farmer’s markets seasonally or once a month
• An indoor market would be better suited to the hot environment (refrigeration)
• Having a store like this run by the university would generate enormous profit for our school
Advantages

- Wildcat Produce would be unique to the union; current convenience stores do not carry produce
- Owned and operated by the university
- Most of the costs would be operational expenses
- Lucrative room for revenue; many students on campus would shop here
• The Student Union prides itself on promoting health and wellness, and this would help their image
• Students would be encouraged to eat fresher, greater varieties of food
• Food demos, recipe cards to give students ideas on how to cook healthier meals for themselves
• Wildcat Produce would carry foods that are indigenous to different places, and popular among different ethnicities
• Foods relating to different cultures and customs would highlight the diversity on campus
• Adding another restaurant to the union would create a lot more waste (think paper slips)
• Fresh foods are biodegradable and don’t harm the environment
• The university already has a composting plan in place
• We would recycle things like milk jugs
If, in the Student Union, there was a produce market where you could use your CatCard to purchase an array of fruits and vegetables, would you look forward to shopping there?

- Absolutely, I would go there frequently (51%)
- Probably, I like some fruits and vegetables now and then (38%)
- 10%
- 0.20%

*912 Students Polled

Positive Feedback