Student Farm Food Truck Marketing Plan
Proposal

Kayla Shaak, Zach Robinson, Emili Klauda, Teniya Page, Brian Sloan
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SECTION 1

1.a Summary of Product Concept
The Student Farm Food Truck is a unique take on the classic mobile eatery. Combining fast and tasty cuisine with fresh, locally sourced produce, the Student Farm Food Truck aims to serve a diverse clientele in State College. The Student Farm at Penn State “grew over 10,000 pounds of produce and 34 different crops for the Penn State community” (Source 1) during its first year of operation. While much of the harvest is sent to dining halls, local restaurants, and daycares, the Student Farm sought a new avenue to distribute its produce year round. The “SF Food Truck” will operate Monday through Thursday during normal lunch hours, and it will provide students, professors, locals, and guests with a fast, fresh, and healthy meal.

1.b Emotional Effects
When our customers engage with the Student Farm Food Truck, we want them to leave the experience feeling refreshed and refueled. Our emphasis on fresh and local produce is not just to provide a better tasting product, but also to provide the needed nutrients (read: brain food) to power our customers through classes or work for the rest of the day. Eating healthy shouldn’t be a chore! Our customers will look forward to visiting the Student Farm Food Truck because it will be the healthiest, fastest, and most affordable lunch option in town.

1.c Background Information on Industry
According to a www.foodtruckr.com article from 2014, the restaurant industry has been steadily growing at a rate of 2 percent per year; meanwhile, “(the) food truck sector has skyrocketed, growing at an annual 7.9 percent over the past five years” (Source 2). Additionally, it is a well-known fact that consumers, and the food industry as a whole, are shifting in large numbers toward organic food. Consumers want (and are willing to pay for) foods that have been unaltered, meaning foods that contain zero artificial flavors, colors, or preservatives. By combining a surging industry with one of the most important trends in food marketing, the Student Farm Food Truck is bound to be successful.

1.d Student Farm products and Relation to Food Truck
The Student Farm has a diverse range of produce, grown over three different periods during the year; Maymester, Summer, and Fall (Source 1). During Maymester, the Student Farm typically grows salad greens, radishes, chives, and hydroponic cucumbers. Over the summer, tomatoes, eggplant, Swiss chard, squash, and fresh herbs can be found sprouting out of the soil. Finally, when students return for the Fall semester, winter squash, beets, salad greens, and Brussels sprouts will be planted and harvested.
Obviously, an entire menu cannot be built from a handful of vegetables. However, the idea behind the Student Farm Food Truck is to showcase them in as many menu options as possible,
driving home the commitment to locally sourced produce.

When possible, we would like to work with the vendors who attend the State College Farmers Market or the Penn State Creamery to provide even more local, organic ingredients for each of our meals.

In terms of tangible objectives, the Student Farm is simply interested in finding uses for its produce. Those involved with the production of all the produce are not so much interested in profit as they are interested in making sure their labor is not wasted. The Food Truck is a creative way to not only utilize the harvest, but also to generate a steady income and raise awareness about the Farm and its activities.

**1. Target Market**

Our target market places great focus on Millennials, as well as the vanguard of “Generation Z.” This means that our targeted age range is about 16-30 years old. Our target market greatly values the qualities which make the Student Farm Food Truck so unique. Affordable meals that are created using local, organic ingredients resonates with our market. Considering few (if any) alternatives for the Food Truck currently exist in the State College area, we believe that creating a strong and lasting bond with our customers (once they have visited once) will not be difficult.

**SECTION 2**

We are going to use a concentration segmentation strategy and focus solely on Generation Z for our marketing mix.

**2.a Geographically**

Specifically, we are going to focus our marketing efforts on consumers in the State College, PA area. This strategy will be most efficient because our target audience will be geographically close to our end product. We plan to create advertisements catered to the millennial generation, and place them in strategic locations consumers aged 16-30 visit frequently. Additionally, consumers in the State College area are more likely to be aware of the Penn State Student Farm which will serve as an advantage in our promotion efforts. We plan to collect market research on this particular geographic region before launching our initial campaign as well.
2.b Demographically
Demographically, we will be marketing to millennials age 16-30 and will market to both males and females across our region. We envision our products being consumed by this demographic who is generally more health-conscious than older generations. There also statistics that show that millennials favor specialty food items which will be served in our food truck. From targeting consumers at an early age, we hope to develop relationships that will last their lifetimes.

2.c Psychographically
Psychographically, our group will focus on consumers who are generally health-conscious, and care about the quality of food they consume. The ingredients in our food products are going to come exclusively from the student farm which will appeal to this specific target market. We also are targeting consumers who are passionate about eating locally grown foods. Because our concept of a “farm-fresh” food truck is so original, we hope to instill a loyalty within our market and possibly expand operations in the future.

SECTION 3

3.a Consumer Purchasing

Our food products will come straight from the student farm, therefore our prices will be slightly higher than a typical food truck. Additionally, prices will be higher because of the portion of our revenues will go back to the student farm itself. Our average consumer will purchase our products on an infrequent basis, for the food truck will only be open certain days of the month. Our products are all locally grown, and farm-fresh, consumer’s will be entailed to shop at our truck based on these characteristics.

SECTION 4

4.a Market Research

To better understand our target market, specifically the students within our target market, we distributed a Google form with 9 questions. We wanted to gauge interest in a Student Farm Food Truck and gain brief insight into student eating/spending habits. Overall, response to the form was extremely positive, with many students asking for a rollout date after taking the survey! The questions (along with the corresponding charts) can be found in the Section 9: Appendix. However, here is a brief summary of the responses.

Students, regardless of whether they had experienced a food truck before, were very intrigued by the Student Farm Food Truck idea. Although many commented that the addition of a healthy option to the selection of eateries present in State College would be welcome, the greatest influences on deciding where to eat were driven by Price and Taste. For many, Speed and Health were considered least important when making the choice on where to eat. Price may be the greatest factor when deciding where and what to eat for students, as 90% stated that they would be more inclined to visit the Food Truck if it accepted Meal Points or Lion Cash. Knowing this, we should approach the Penn State Food Services to see if this is feasible, as it is clear that it would drive our sales up. It should be noted that even though Price is of great concern to students, 70% of respondents said they would spend $5-$7 on a meal at the Food Truck, and another 12% would spend as much as $8-$10 per meal.
4.b The Marketing Environment

Competitive Environment:
Currently the Food Truck market is associated with pop up restaurants, food chains with trucks, kiosk with carts and catering a delivery. The market is fairly competitive because when people think about food trucks they think of fast and convenient food which is why those listed are associated with food trucks in general. For example, the concept of a pop up restaurant is well liked because they have low rent, minimum staffing, short seasons which results into higher profit margins. What really turns consumers off about food trucks is the stereotype that they are not the cleanest which is why the market of kiosks and carts is becoming a hot market. Food chains like Famous Dave’s, Edible Arrangements, Philly Pretzel Factory, and Panera Bread have shifted toward more of a food truck type of mentality but with the use of kiosk. The quick and fast idea of being able to walk in and just order your food via kiosk and then go is appealing to customers and now a lot of restaurants are starting to adapt this same concept. In addition to those listed food trucks must compete with limited service restaurants. Based on new students 29% of those who responded said they have visited restaurants more in comparison to food trucks within the last year. Mainly because quick service restaurants are quick and normally offered at a lower price making it the top competitor for food trucks. However, in the state college area that’s not a big concern for the placement for this food truck. The competition on campus include subway and competing with the HUB because it is the big place on campus to get food. But, we also have to compete with the university because we have to get grounds to have a permit to put the food truck on campus.

4.c SWOT Analysis
To strengthen our strategic planning, we composed a SWOT analysis to analyze our company. One major strength we have in the market is a second mover advantage. Because there are many food trucks in the area, we can learn which locations, dates, times etc. will produce the most profit. Other strengths include our original concept of a “farm-fresh” food truck and our association with the reputable Pennsylvania State University and student farm. Weaknesses of our company are lack of brand identity, high costs of production and our reliance on the performance of the student farm. Opportunities for the future include expansion into new geographic locations and partnerships with other student farms from college campuses across the United States. Expanding our variety of food options is another opportunity we look forward to experiment with moving forward. A threat to our company may be seasonality, where it may be difficult to provide farm fresh foods during winter months. Another threat may be competition in the area with other food providers and restaurants who sell similar food products.
4.d Technological Environment
With the addition of the food truck and selling healthier and fresher options than the restaurants the technological environment will not be complex. The most technology that will be used is a rack toaster, refrigerator of some sort, and payment method allowing students to use meal points, lion cash, and regular debit or credit cards. The additional technology comes from music or lights to help with the overall look of the truck but due to the fact that trucks are not complex not much technology will be needed or used.

4.e Economic Environment
The purpose of the food truck is to be low cost but still offer high quality. Most of the people we are going to service are going to be in that area of not having a lot of money. With the food truck being placed on campus there is a high chance that many of the college students who stop by are not the wealthiest and are mainly looking for something convenient. With college students they are in the stage of their life when they are coming into that adult stage and with all the other cost we do not want to come off strong with the prices. In addition to the college students, in state college the median household income was reported at 26,627 showing that the area itself does not have a lot of money. See graph below.
4.f Politico-Legal Institution Environment
We would like this food truck to have products that are approved by the FDA and meets USDA regulations. We feel that in order to excel in this market of food trucks and introducing it on campus we must go about it the right way and only sell and introduce products that are approved by the government. We also feel that not many people would consider to buy from the food truck if the items presented on it are not approved. In addition to wanting the approval of the customers with our products we also have to go through the universities food safety policy to obtain a permit to sell food on campus and also make sure we are not putting ourselves or the university in harm’s way as far as lawsuits. In order to obtain this permit we would have to contact food services and follow the process with them because the university has a strict policy on food trucks in general. Due to the fact that they recently tested a food truck out means that they are moving more towards the idea but are still somewhat strict on it. In the case of food
safety the food truck would have to meet the university policy needs and the servsafe needs which is a program that the university has partnered with. Last, we have to be mindful of the food safety modernization act which is based on the food supply being safe by shifting the focus of federal regulators to prevent contamination. With that being said we have to be cautious in the way we are going to set up the food truck so that it is up to date with this law.

SECTION 5

5.a Differentiation
Our competitive advantage stems from our differentiation in the foodservice market. We are the only permanent food truck in the State College/Centre county area. In addition, our food truck uses locally sourced produce from The Student Farm. Within our target market, this will help us reach health-conscious consumers that prefer organic and locally sourced products as well as consumers that participate in current health/food marketing trends such as gluten-free, GMO free, etc.

5.b Product
For our product strategy, identifying our target market is critical. Our target market places great focus on Millennials, as well as the vanguard of “Generation Z.” This means that our targeted age range is about 16-30 years old. This includes undergraduate and graduate students, State College Residents, and Penn State Staff. The Food Truck’s produce ingredients will be locally sourced from the Student Farm, emphasizing natural and local products in the menu. Our service offers a convenient, cheaper lunch option through the months of March-November that highlights healthier, fresher options than other restaurants and food services in the area. There aren’t many food options for lunch downtown. We have quite a few of restaurants, but consumers constantly pick between the same fast, convenient options like Au Bon Pain, The Hub, various Deli’s, and quick-service restaurants like Irving’s. Professors, instructors, professionals, and students need more easy, affordable (and potentially healthy) lunch options at their disposal in downtown State College. Our goal is to minimize production and labor costs in order to make the food truck an affordable lunch option for everyone: students, locals, and professors. In addition, our product is a specialty product, as State College doesn’t have any other permanent food trucks in the area. The introduction phase of the Student Farm Food Truck is critical to the success of this service. Through various promotions, our goal is to highlight all the great attributes of the service in order to stimulate demand and desire to try the food truck.

Our marketplace complexity is minimal, as we don’t have another food truck competing with us for business. The only other competition in the marketplace are fast-service chains like Chipotle, Yallah Taco, Irving’s, Tazzah, and Fiddlehead. These restaurants and food services are cheaper, familiar, and popular among our target market. Our service will be set apart based on our prices, menu, and location. It is imperative that it is in the same price range as other off-campus options and in a convenient, easily accessible location.

Professor Colby brought up an interesting point during our presentation about our brand identity. Some ideas included a brand identity that resonates with “hippies” or more popular trends. Using bright colors, tie dye, and different music at our location as well as in flyers and advertisements
might be helpful in giving the Food Truck a personality. In our advertisement and promotion section, we have added “fun” examples that may help create an image.

5.c Pricing Strategy
There are two classic strategies in which the Penn State Student Farm Food Truck could go about pricing its menu items: a supply/demand model, or a cost oriented model. For this venture, the model that would be the most effective is cost-oriented. Although we have conducted a survey among the Penn State student body that provided extremely beneficial results, there are many different factors that supply and demand models depend on to accurately depict a supply and demand curve, which is the main reason this model was not fit for us to implement. One widely used cost-oriented method for pricing food menu items is called “food-cost percentage pricing.” Successful restaurant and food truck managers have an acute awareness of both operating costs and the cost of all goods sold, both of which are essential to maximize profits using the food-cost percentage pricing strategy. This variant of the cost-oriented pricing strategy is widely used in the restaurant business to price menu items using a very simple and flexible formula. The menu price is calculated by dividing the food cost (all ingredients) by the target food cost percentage. This target percentage is determined by the restaurant, or in this case the food truck operators, to reach a desired profit margin when all costs are accounted for. Because the food truck is sourcing the majority of its ingredients from the PSU Student Farm at little to no cost, the food truck menu items will be competitively priced. While the average food cost to produce one food truck item normally falls between $1.25 and $1.75, we would more than likely be able to keep our costs at or around $1. Restaurants that use this particular pricing strategy typically price their items using a food-cost percentage between 20-40 percent. 20 percent making the item priced higher in order to accommodate larger overhead costs. With food costs at the food truck being no more than $1.25 and using a food-cost percentage of 20%, menu prices would be set in the most popular price range customers would be willing to pay as found by our survey: $5-$7.

5.d Promotion Strategy
We plan to promote the Student Farm food truck through a few different channels. In order to gain followers and create brand loyalty, we have to familiarize our market with our service, product offerings, taste, and quality. Our first step to accomplishing this is advertising and direct marketing through social media platforms such as Facebook, Twitter, and Instagram. Creating a Facebook page, Twitter, and Instagram will help us reach our market and provide relevant information about our service. Using social media is especially helpful because we can reach the majority of our target market and it’s free. Our Facebook page will highlight basic information, such as our hours, our affiliation with Student Farm and the community, our menu, and various promotional posts. Our twitter will help us market in real-time by reminding our market that we are available and entice them to stop by and grab a quick bite. In addition, our twitter will help remind consumers of various promotions that may be happening that week or on a certain day of the week. As for our Instagram, it will be solely focused on advertising our menu. High-quality photographs of products and dishes from the menu will show consumer’s what they can expect and when scrolling through their Instagram feed, they might see a picture of a dish and decide to stop by and try it out. These pictures can include our healthier options, like a gluten-free or vegetarian dish, as well as options that aren’t as focused on the Student Farm’s produce. Another great way we plan to promote the Student Farm food truck is through Guerilla Marketing. The
Penn State campus and community make it easy to use brand ambassadors/representatives to promote products and services with places like the HUB. During our introductory phase, we can have brand representatives use the hub to promote the food truck service. This may include a booth in the hub with our logo or something simple, like handing out flyers or coupons. The HUB is a great way to reach our market since many students stop in there to study, grab food, and attend events. Examples of coupons may include “1/2 off your first purchase” or “20% off any meal on Mondays”. Lastly, advertising through a “Grand Opening” event with free food will attract potential consumers and give them a taste of the menu and its quality. This will create familiarity with our service and with the combination of deals and coupons, consumers are more likely to come back and explore more of our menu. With the combination of social media, guerilla marketing, and a promotional event with free food, I think we will be able to reach most of our target market and successfully retain a good amount of consumers.

5.e Distribution Strategy
To distribute produce, and potentially other goods, from the Penn State Student Farm, our food truck plans to operate on weekdays from March thru November in downtown State College. Operating hours are tentatively set from 10am-3pm, but are subject to change based on menu item availability and popularity of the business. Of course, if the food truck is as popular as we believe it can be, hours can be flexed to include breakfast and dinner hours as well. Because all of our ingredients will be sourced locally, a “just-in-time” inventory schedule will be implemented based on the idea that we will have minimal lead times. The Penn State Student Farm is currently growing more produce than they are able to distribute which means that, barring any severely adverse growing conditions, our ingredient supply will also be of little concern. A common problem that retailers near the beginning of any product supply chain must be wary of is channel conflict. Channel conflict occurs often if a supplier provides the same goods or services to multiple businesses but for varying prices. For this particular venture, channel conflict will be of no concern because of the fact that there is ultimately only one sale outlet for our final product to reach consumers. As you will notice in the value added flow chart, there are no intermediary businesses that would normally subject a product to a price markup; another advantage in keeping our menu competitively priced.

5.f Logistics Mix

1. Storage Facilities
For our storage purposes, we will be using a stock room. We are a smaller-scale food service, so we won’t need a lot of storage and we aren’t able to store our ingredients for a long period of time. We need our ingredients to be easily accessible by the food truck, and most of our ingredients can also be stored within the truck itself. Since we are using a
just-in-time method for inventory, our inventory will be relatively minimal. This will help us keep our holding costs low.

2. Inventory
Since we are dealing with fresh produce and other ingredients, we have decided to go with a smaller inventory. A large inventory would be expensive to maintain and would likely result in some of our ingredients going bad. Since we are a food service that is based off ingredients produced by The Student Farm, just-in-time delivery makes the most sense with our situation. Most of our ingredients used for our made-to-order products are perishable but with the just-in-time method, we can keep perishable food inventory low and be confident that The Student Farm can replenish the food truck in a timely manner. Since the truck is one of the few users of The Student Farm, we have priority to their products. In addition, communication with The Student Farm will be smooth since they are running this food service and transportation will be fast because they are located on campus. By sourcing our perishable ingredients, we will keep our energy costs and holding costs low.

3. Transportation
Since our ingredients are all locally sourced, this will allow us to use trucking as our main source of transportation. Using truck’s as our main source of transportation gives us greater time efficiency, the option of frequent shipments, and a mode we can rely on. Despite trucking being the most expensive mode of transportation, we are not traveling far since many of our ingredients come from The Student Farm right on campus.

4. Utilization and Packaging
Since our product is a service, we won’t really be requiring packaging. However, what we use to serve our food is very important. We want to use cost-effective serving plates, bowls, drinkware, napkins, and cutlery that is also quality and coincides with our brand identity. Because our service advocates and advertises locally-sourced food, we might want to use environmentally friendly products that are recyclable or biodegradable. In addition, using environmentally friendly products might attract more consumers and smaller psychographic markets around campus. It can also help our reputation and help gain publicity.

5. Communications
Our communication begins when we create and approve a menu for the food truck. The menu and its dishes will give us and The Student Farm an idea of how much produce needs to be produced as well as the amount of outsourced ingredients we need to make each dish. Then, as we open the food truck, we can look at demand for our service and what supply is the most profitable. As we conduct business, we can figure out through sales and surveys what products are popular and in high demand. In addition, we will figure out how much produce needs to be grown and supplied to meet demand and also gives us the highest possible profitability. This is very important since produce is perishable and we don’t want to lose money because we overcompensated and our ingredients went bad.
SECTION 6

6.a Price Finances
Below is an example of the numerous costs associated with a food truck operation and a predicted startup cost range for the first year of the Penn State Student Farm Food Truck.

- Fixed Costs: Startup
  - Truck Lease ~ $27k per year (9 operating months)
  - Fees & Insurance ~ $150/month = $1,350/year
  - State College Temp. Business License - $120/month = $1,080/year
  - Food and Beverage ~ $1,000
  - Misc. Expenses - Cookware, Paper Products, Register/POS system, etc. - $3-$5k
  - Total Startup ~ $40k

- Variable Costs:
  - Food and Beverage Restocking
  - Truck Fuel & Repairs

- Year 1 Total:
  - Low End: $45k
  - High End: $75k

6.b Advertisements and Promotions

![Penn State Student Farm Food Truck](image.png)

Quick, Healthy Breakfast & Lunch Options!
Open March thru November
Penn State Student Farm Food Truck presents:

15% off First Purchase

For Penn State Students and Faculty Only

Stop by the Student Farm Food Truck for some lunch that's Good for the soul

Featuring hearty salads and sandwiches
Open M-F 11-3
Downtown State College
Stop by for lunch today from 11-3 for 1/2 off wraps!

11:48 AM - 7 April 2018

In a rush for lunch? Call us and place an order to go!

12:17 PM - 15 April 2018
BREFAST
Avocado Toast ($6)
Whole grain toast, topped with mashed avocado and a side of pico de gallo
Add two eggs any style for $3

Breakfast Burrito ($7.50)
Two eggs scrambled, choice of american or cheddar cheese, choice of bacon or ham, peppers, and onions wrapped in a tortilla

LUNCH
Chopped salad ($6.50)
Featuring fresh greens, radishes, and cucumbers, feta cheese, and a light dressing from the Farmers Market. Add Grilled Chicken for $3

Simple Bruschetta ($6.00)
Grilled garlic baguette, topped with a mix of diced tomato, eggplant, and herbs, served with a slice of mozzarella

Light Chicken Salad Sandwich ($5.50)
Chicken Breast with light mayo, celery, and cranberries (sourced from the Student Farm) on toasted Multigrain bread (Penn State Bakery)

DRINKS
Water Bottle $1.50
Iced Tea $2.00
Lemonade $2.00

SIDES
Avocado $1.50
Bag of Chips $1.50
 Pretzels $1.50
Fruit Cup $2.50

All produce is provided by Penn State Student Farm
All dairy is provided by Penn State Creamery
All bread is provided by Penn State Bakery
Other ingredients provided by State College Farmer’s Market
Section 7: Conclusion
As the student farm looks for an additional outlet in which to relocate their abundance of produce, the idea of creating a trendy spin on a classic food truck operation arose. With this fresh take of on-the-go cuisine, we are looking to create a brand image containing the feeling of local community support as well as daily nourishment of our bodies with a wholesome, filling meal that consumers of all demographics can seamlessly accommodate in their busy day-to-day lives. With a vast student body and unmatched local support, we believe the SF Food Truck will quickly grow in popularity, all while becoming a fun and healthy addition to the family of restaurants our Penn State community has to offer.

Section 8: Works Cited

Source 1:
Student Farm. “Farm.” Student Farm at Penn State, Penn State, www.studentfarm.psu.edu/farm/.

Source 2:

Source 3:

Section 9: Appendix
The following questions were sent out via a Google Form to better understand part of our target market. In total, 41 Penn State students (across all academic standings) participated.

Would you be interested in a Food Truck located on campus with a menu crafted around fresh, locally sourced produce?

41 responses

Would you be interested in a Food Truck located on campus with a menu crafted around fresh, locally sourced produce?

- Yes: 97.5%
- No: 2.5%
Have you ever visited a food truck before?
41 responses

If you HAVE visited a food truck before, did you enjoy the experience?
34 responses

When you go out to eat, what influences your food choice the MOST?
41 responses
When you go out to eat, what influences your food choice the LEAST?
41 responses

- Price: 34.1%
- Taste: 58.5%
- Speed: 7.3%
- Health: 3.1%

Do you spend more money on food if it is considered a healthier option?
41 responses

- Yes: 56.1%
- No: 17.1%
- Sometimes: 20.2%

Would you be more inclined to eat at the Food Truck if it accepted Lion Cash or Meal Points?
41 responses

- Yes: 90.2%
- No: 9.8%
Given the dining options downtown and on campus, how likely would you be to visit the Student Farm Food Truck?
41 responses

Note: The scale is from 1 “Not Likely” to 5 “Very Likely”

How much would you spend on a meal at the Food Truck?
41 responses
What is your current academic standing at Penn State?

41 responses

- Freshman: 39%
- Sophomore: 22%
- Junior: 26.8%
- Senior: 12.2%