

Ortner, HungerU advocate agriculture at 20 college campuses in 75 days

Written by Kyle Arnoldy



John Ortner, a 2001 graduate of Holyoke High School, recently completed a 75-day trip down the East Coast as part of the HungerU Tour aimed at educating college students to the importance agriculture plays in the global food crisis.

“Our goal was to engage with about 1,000 students each day, as far as being able to get some sort of quantifiable measurement that we had a point of contact with them,” Ortner explained. “On a given day we would have several dozen in-depth conversations with individual students. We would work to understand their background and let them tell their story as to their knowledge or level of involvement, or maybe lack thereof, of what hunger means to them.”

The nine-week tour made its way south from New York to Florida, stopping at 20 college campuses along the way. At each stop, the HungerU Tour crew set up an exhibit to further provide information to students about hunger.

Having no connection to HungerU beforehand, Ortner was approached by an old FarmHouse Fraternity brother, who now owns the marketing company that puts the tour on the road.

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