

UBC Social Ecological Economic Development Studies (SEEDS) Student Report

Promoting Education and Awareness for Local Food Systems

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UBCFSP Scenario 4:

Promoting Education and Awareness for Local Food Systems



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ABSTRACT

UBC food system can be used as a model to improve the sustainability of the food system at a global scale. The current situation in our global food system is not sustainable, and re-localization of food supply has many benefits ecologically, socially, and economically. Our task, as part of the UBC Food Service Project (UBCFSP) was to evaluate the proposals of AGSC 450 2006 groups (Scenario 3) and to design an effective educational campaign to increase awareness of the benefits of local food purchasing on UBC campus. Our educational campaign, targeted for all UBC food consumers, was developed based on our “Buy Fresh Buy BC” slogan. In addition to educational materials such as logos, posters, and a pamphlet, a “Local Food Fair” was organized as a Food Week event, which will be implemented by a hired coordinator from AGSC 450 and student volunteers from the faculty. This paper includes: a problem definition and the significance of re-localization; discussion on the vision statements and our value assumptions; methodology; detailed descriptions of the elements of our educational campaign, including the educational materials, the fair, a timeline, a proposed budget; and recommendations for UBCFSP collaborators and AGSC 450 2007 class.

INTRODUCTION

Over the past decade, awareness for eating healthier, more balanced diets have increased dramatically in North American society. A current trend in the consumer food market is re-localization of the food system, which involves reconnecting with the local community so that production takes place in the region that it is sold and consumed, by emphasizing the importance of local foods. More people are starting to recognize the flaws of our current food production and distribution system. Although providing enough food for the population explosion was a great accomplishment in the last century, the current food system is not ecologically sustainable

(Lang and Heasman 20). Consequently, great interest has been generated in obtaining and producing local foods. The consumption of locally produced foods has many positive influences on the environment and community (Lang and Heasman 242), as will be examined in this Food System Project (FSP) paper.

The UBCFSP was launched as a collaborative, community-based project to assess and enhance the sustainability of the UBC food system. The task this year in Scenario 4 was to develop an educational campaign to promote local food. Our group has decided to define local food as food that is cultivated, processed and produced within the province of British Columbia (B.C.). Certain foods that are not available in B.C. are to be sourced closest to the intended destination for the particular food. We believe in looking past political boundaries and, instead, evaluate the actual “food miles” since the distance travelled by food can impact ecological health as well as food quality.

Our campaign will consist of various educational and marketing materials in addition to promotional events, targeting all food consumers on UBC campus including students, faculty and staff. UBC campus is an ideal location to model our Food System Project since it is a microcosm of the global food system. We believe that this project will be a stepping-stone for introducing the concept of re-localization. It is essential to first increase awareness and interest in order to generate support from within the community in order to grow in scope and gradually be adopted by the larger community. This paper includes: a problem definition and the significance of re-localization; discussion on the vision statements and our value assumptions; methodology; detailed descriptions of the elements of our educational campaign, including educational materials, the fair, a timeline, a proposed budget, and recommendations for UBCFSP collaborators and AGSC 450 2007 class.

PROBLEM DEFINITION

The need to improve the sustainability of the UBC campus food system has been well recognized. Changes we make to this system can demonstrate a promising model for the global food system. UBC food system, serving approximately 50,000 people everyday, operates in a manner that closely reflects the current trends in the global food market (Rojas, personal communication). In the current global food system, a typical food item travels between 2500 and 4000 km (Halweil 23). This produces wide-ranging ‘externalities’ including damages to environmental and human health as well as negative social and economic impacts (Pretty et al 264). Moreover, a major disconnect between farmers and consumers, and between consumers and the environment has resulted because consumers often do not know where their food came from or how it was produced.

The concept of re-localization of the food system emerged as a potential solution to this problem. UBC food providers, such as UBC Catering and Sage Bistro, as well as the AMS Food and Beverage Department have already initiated various steps towards supporting locally grown food. In addition, UBC Natural Food Co-op has been founded as a student initiative that encourages campus sustainability by supporting the UBC farm and local producers ([Sprouts](#)). Although re-localizing the UBC food system presents many opportunities, there is a major barrier in moving forward. For this re-localization to be feasible, UBC consumers need to be willing to pay more to purchase local foods. However, it is believed that most UBC students, faculty members, and staff have limited awareness about the benefits of eating, supporting and buying local (Richer 74). Therefore, our educational campaign was designed to increase awareness of local foods on UBC campus and to increase the number of people willing to support the campaign for re-localization.

Significance of Re-Localization

The term “Food Miles” is meant to describe the distance traveled between primary producer and end consumer (Lang & Heasman 235). Now, with our food traveling further than ever, this “national food supply-system uses 4-17 times more fuel than did the localized system” (Land & Heasman 237). Buying local BC foods can help reduce this distance traveled by food, and in addition the energy used during transport.

As the food supply chain lengthens, the amount of responsibility accepted towards the land by consumers continues to dwindle due to their lack of association with the intricate processes required to cultivate the land, and other methods used in food production (HBPG 25; Halweil 23). Such an attitude will not sustain the environment, as people and their environment are intrinsically connected (Heasman & Lang 216). Buying local foods, gives consumers the opportunity to reconnect with the food system in two ways (Farm Folk City Folk). First, seeing where their food comes from, and having the farm experience, is one invaluable way of reconnecting people with the land, and their producer (HBPG 25). Second, making the choice to buy local whether it is from the farm, a farm market, or the supermarket, demonstrates the awareness and responsibility felt by the consumer (Farm Folk City Folk).

In just a period of 6 short years, the number of farmlands in BC has decreased 7% as a result of bankruptcy (Ministry of Agriculture and Lands). However, it is necessary to protect these rich agricultural lands from urban development in order to secure a sustainable food system (Fraser Basin 2). BC agriculture also creates billions of dollars as well as provides 33,000 employment opportunities, supporting BC’s local economies (Fraser Basin 2). Buying local, of course, plays a paramount role in sustaining this system as the demand for local food increases the value of farmland.

VISION STATEMENT and VALUE ASSUMPTIONS

Group Reflections

The guiding principles, developed in both academic and plain language versions, explain the importance of a sustainable food system. Although the versions do not coordinate all of their statements in numerical order, we felt that comparing them in a tabular format was the best way to report our discussion on the principles. The following are our group’s reflections and recommendations (please note the italicized font indicates our suggestions):

Academic Version	Plain Language Version
	<p>The overarching goal of a sustainable food system is to protect and enhance the diversity and quality of the ecosystem and to improve social equity, whereby: We agree with where this overarching goal is placed. We feel all plain language statements reflect this.</p>
<p>1. Must protect and enhance the diversity and the integrity of the natural ecosystem and resources that supports it. We agree with both versions.</p>	<p>1. Food is locally grown, produced and processed.</p>
<p>2. Relies on local inputs when possible, where inputs and waste are recycled and/or composted locally. We agree with both versions.</p>	<p>2. Waste must be recycled or composted locally.</p>
<p>3. Is a secure system that provides food that is affordable, available, accessible, culturally, ethically and nutritionally appropriate, and safe and can adapt to change. This is well communicated in #3, 6, and 7 of the plain language guidelines. A few preferred the academic version because it encompasses the concept of food security and doesn’t need to be simplified. Others liked in the simpler language. Overall we agreed with the message, although some felt it seemed idealistic and perhaps unrealistic for each aspect to be achieved.</p>	<p>3. Food is ethnically diverse, affordable, safe and nutritious.</p>
<p>4. Nourishes the present generation to provide for healthy diets that do not compromise the food security of present or future generations. We like the changes made to this from last year. This concept is well communicated in #3 of the plain language version.</p>	<p>4. Providers and educators promote awareness, understanding and personal responsibility among consumers about cultivation, processing, ingredients and nutrition.</p>
<p>5. Nurtures feelings of community and promotes enjoyment of food around the food table. A few in the group felt “promotes enjoyment” to be vague, and wondered what it meant. We prefer the wording in plain language and feel it is great for enhancing social sustainability.</p>	<p>5. Food brings people together and enhances community.</p>
<p>6. Fosters awareness, understanding and personal responsibility within the community of every component from production to disposal.</p>	<p>6. Is produced and consumed by a socially and ecologically conscious community (delete producers) whether imported or local.</p>

<p>We liked this principle and much preferred the updated wording. The plain language version #4 mentions awareness but leaves out understanding and personal responsibility, which our group felt were important components of the principle.</p>	
<p>7. Contains a balance of imported and local foods that come from socially and ecologically conscious producers to ensure long-term financial viability. Imported foods not mentioned in the plain language version. We believe it should be, as there will always be some imported foods (e.g. coffee), however, imports should be from socially, economically and environmentally conscious producers.</p>	<p>7. Providers pay and receive fair prices We wondered if this point was conflicting with #3, which advocates affordable food? Can the two principles co-exist?</p>
<p>8. Consumers, food workers and educators at UBC are made aware of the reciprocal impacts that the UBC food system has on surrounding food systems. Some group members asked how this was to be accomplished. Some thought it was redundant to #6 in the academic version. We came to a consensus that awareness is the first step to making a difference and believe this principle should be #1, as awareness must exist before other steps can be taken.</p>	<p><i>8. Members of UBC community are aware that the UBC food system has impacts on surrounding food systems.</i></p>

Value Assumptions

Our group consists of quite a cultural and educational mix; we are Canadian, Chinese, Japanese and Italian students majoring in Dietetics, Nutritional Science, and Animal Science. Because we are fourth year students in the Faculty of Land and Food Systems, we recognize that it is difficult for us to evaluate the principles in an unbiased manner. We have a strong understanding of sustainability and ecological issues. The UBC campus supports a movement towards sustainability (for example, stickers next to lights, posters advocating composting and recycling etc.) which has played a significant role in shaping our values, our actions in the community and our opinions about the guiding principles.

METHODOLOGY

We reviewed all of the 2006 recommended resources for scenario 4 as well as all of this scenario's group papers from 2005 in order to decide on what to include in the educational campaign. Details on our rationale for the campaign elements and event are presented below in the findings and discussion. Contacts were made with classroom services and Keri Hewett (AMS) regarding rental spaces in and around the SUB; plant operations for equipment rentals;

key chain/magnet producers, costume rental stores and print shops for quotes; and all resources used in the pamphlet were asked permission to use their name. For the budget, there was no consensus between Nancy Toogood and Andrew Parr as to how much they would be willing to put towards the campaign. We therefore based it on the amounts claimed by the 2005 AGSC 450 groups which ranged from \$2500-5000.

Assigned Sub-System

As suggested by a 2005 group, the sub-system we have chosen to work with includes all consumers of food and beverage at UBC (Group 7). This will include all students (~35,000 undergraduate and ~8,000 graduate students), faculty (~4,000), and staff (10-16,000) attending the University of British Columbia (UBC Public Affairs). According to Group 13, the SUB gets approximately 8,000 visitors per day (Brown et al. 8). Therefore, the main focus of our campaign will be located near the SUB.

FINDINGS AND DISCUSSION

Educational Campaign Materials

The results of research completed by previous AGSC 450 students and key stakeholders have determined that there is a need to increase education and awareness among UBC students, staff and faculty about the advantages of supporting local agriculture and purchasing local foods (UBCSFP12). Our educational campaign, consisting of various marketing tools, informational materials and a Local Food Fair, has been selected as a means of targeting the consumers at UBC in order to facilitate interest and increase their knowledge of what local food means and how supporting local foods through a change in purchasing patterns can be of benefit to our environment, economy and health. To achieve our goal, our group has built upon some of the campaign tools developed by previous AGSC 450 groups (from 2005 group numbers 1, 7, 9, 13).

The use of a pamphlet to convey our message to buy local is a popular tool and was selected by the majority of our colleagues working on educational campaigns as a way of educating the UBC community and promoting local foods (Bawa et al 15-19). The pamphlet will be distributed at the AMS Welcome Back BBQ (held during the first week of school in September), at participating UBC food vendors (such as Sage Bistro and Sprouts), as well as at the information booth of our Local Food Fair event scheduled for “Food Week” October 16th and 17th, 2006. Targeting new students at the IMAGINE UBC orientation allows the message promoting a local food system to reach new, more impressionable students at our information booth for this festivity (Bawa et al 15-19). Our group originally wanted to include the pamphlet in Frosh Kits (free packages given at orientation that contain information on upcoming events), which are given to new students at orientation, but were informed by the First Year Coordinator - UBC Student Development, Steve Ng, that the kits have been discontinued. Instead, he invited us to participate in the event by having a booth to distribute our pamphlets, advertise our Local Food Fair and provide additional information regarding the support of local foods.

The pamphlet (see Appendix A. *iv*) contains information on what local foods are, what sustainability means, benefits of buying local foods, instructions on how to buy local foods (on campus and throughout Vancouver), what foods are grown locally and when, other information related to selecting and cooking local food as well as resources available. Although we based our pamphlet on samples created by previous AGSC 450 groups (Richer 199-210), we modified it because we found the existing handouts were not as comprehensive or they were too detailed and not as esthetically pleasing.

In addition to the pamphlet, our group suggests the use of posters across campus to further promote and educate the UBC community about re-localization and hopefully influence

their purchasing behaviors. According to the report by the Sauder School of Business on the marketing of local foods at UBC, placing signage in entrances to food service outlets as well as across campus is recommended (Chan et al 10-13, Aikins et al 20). The key to effective and maximal recognition of signage is “simplicity, visibility and quantity” (Chan et al 10-13, Aikins et al 20). We found that the AGSC 450 group 7 from 2005 had a good concept for their posters in terms of the text, but the photographs used were not representative of the UBC population. They chose a series of three posters created by the Food Routes organization to deliver clear and concise messages, with each message focusing on a different theme such as freshness, taste and local economic sustainability (Food Routes). In our posters, we have selected a photograph taken at the UBC Farm for the background image, which more accurately depicts the demographics at UBC. We have incorporated the text from the original Food Routes posters (with permission from Food Routes) onto our more appropriate background, resulting in posters that are more suitable for effective delivery of our message to support local foods (see Appendix A. *iii*).

The “UBC grown” logo we have chosen (see Appendix A. *i*) for our campaign is also modified from group 7’s work (Richer 197). Some modifications were made to this graphic to enhance its visual appeal. We thought the apple, a product widely grown throughout our province, with the text ‘UBC Grown’ inside of it promoted the use of UBC food products whenever possible and signifies the importance of choosing local foods. Group 13 from 2005 used a map to distinguish between local, semi-local, non-local; we disagreed with these ‘borders’ because we feel this limits our production capacity and diversity too substantially to be feasible and accepted by consumers (Brown et al 23).

The Social Marketing Principles highlight the benefits of using logos to promote awareness and consumer behavior on a given campaign (McKenzie-Mohr 4). As well, the Buy BC campaign has also proven that a simple, widely distributed icon increases consumer awareness and should be used as a model for our smaller but analogous campaign (Buy BC Program). Logos used on food products are effective in helping consumers identify the products and are present at the point of purchase to influence purchasing behaviour. (Bliem et al 8; Buy BC Program). The Buy BC Program has effectively demonstrated how a widely distributed logo can achieve its goal, as consumer recognition of their logo is now over 75% (Buy BC Program). Our logo will be used throughout our campaign: on our pamphlet, posters, key chains and magnets to build awareness and compliment the educational materials distributed. The logo will also be featured in the AMS Insider Agenda for the 2006-07 academic year as part of an advertisement for our Local Food Fair event. Originally our group thought it would be great to label all locally produced foods sold on campus with the logo in a sticker form similar to the Buy BC campaign. However, we realized that the idea was not feasible considering most foods sold on campus are ‘mixed’ (e.g. soup) and this would limit the number of foods that could be identified. We also agreed that using stickers (even if just to label UBC Farm produce) would add to packaging, expenses and waste produced and therefore were not a sustainable idea.

Our slogan was inspired by the Food Routes slogan “Buy Fresh, Buy Local” because we thought this effectively conveyed our message. However, it did not give an indication as to what we were defining as local (Food Routes). We therefore modified the slogan to: “Buy Fresh, Buy BC”. This also plays on the Buy BC logo and campaign consumers are more familiar with (Buy BC Program). We hope the slogan will explain in itself what we would like consumers to do (i.e. change purchasing patterns) at the same time as telling them how they can do it (i.e. what

local is). The slogan is short, concise and delivers our intended message. We also created an additional logo based on the one designed by Food Routes to make our slogan more visible (see Appendix A. *ii*).

Local Food Fair Event

In our group's discussion regarding previous AGSC 450 groups' suggestions for events to promote local food, we wondered what would motivate students to attend events such as a sustainability banquet (Richer 78) or a local food cook-off (Richer 86). If it is out of their way, outside of their schedules, costs money and they are not interested in the subject in the first place, chances are they will not participate. In reflecting on the target audience, the UBC community, we decided the event has to be free, it has to be in a central location where students would walk through or hang out anyway, and it has to be attractive, fun, fast and offer incentives. Thus the idea was born of a Local Food Fair, which would be easy to carry out and would not require a large budget. Because the fair will be held outdoors, the main cost of the event is renting a large tent to provide shelter in case of rain (see budget; Appendix C). Many of the remaining items that are needed can be borrowed, brought from home, obtained from the faculty or rented affordably from Plant Operations. Prizes for fair games will be key chains, magnets and coupons for the farm, Sprouts and Agora. Some coupons will be donated while others will be bought and have been incorporated into the budget. The event also requires minimal labour (approximately three hours a day) to help with setting up and taking down booths as well as preparations for the games.

The fair will involve four activity booths, one local food information booth and tables that UBC Farm, Sprouts and SEEDS will be responsible for assembling and creative input. The information booth will be a large-scale presentation of what is in the educational pamphlet and

will be equipped by the AGSC 450 hired student who will be able to answer questions and provide additional information on the subject of re-localization. The activity booths each require two volunteers to distribute prizes as well as hand out educational pamphlets. The four activity booths are as follows:

- **Digital Picture Booth “Wall of Fame”**

One of our mascots (dressed as a vegetable that can be grown locally) will encourage people to take a digital photo with him holding a sign that says “I Support Local Food”. Their picture will then be posted on a local food educational website (produced by Group 22, 2006) under a section entitled “Pledges to Support Local Food”. The purpose behind this is two fold: 1) to draw people to the website to increase their education and awareness of local food; and 2) it is in line with Doug McKenzie-Mohr’s community-based social marketing principles which state that an important tool for behaviour change is public commitment (McKenzie-Mohr, 3). This station will require two volunteers (one wearing the mascot costume and one taking the picture), a digital camera, pamphlets to hand out with the website address and a handmade sign with the words “I Support Local Food” on it.

- **“How Local Can You Throw?” – Map dartboard**

A large map of Canada is to be posted on a large standing corkboard with a banner above it that says “How Local Can You Throw?” Participants are given three darts and encouraged to throw the dart on Vancouver.

- **Apple Bobbing with Local Apples**

Two large buckets are each filled with ten apples from a local orchard; participants are directed to race to see who can grab an apple first with their teeth.

- **Basket Toss**

Three large baskets are placed in a triangular formation and participants are directed to throw a ball in the baskets from about 3 meters away. Although this activity is not related to local food, it is fun and the prizes themselves support and educate participants on local food.

Other Relevant Information

Mascots. There will be two mascots at the fair dressed as vegetables. One will be right inside the main doors of the SUB holding a handmade sign saying “Local Food Fair outside” attracting people to the fair; the other will be at the fair encouraging people to take pictures. Also, to add to the attractiveness, the tent and stations will be inundated with helium balloons (~50) in the colour of the British Columbia flag and music will be playing.

Collaboration. As well as collaborating with Group 22 by putting pictures on their website, we would also like to promote their Local Beer Garden at the Fair. We will hand out their promotional material and display their posters.

Action Plan for Implementation of the Local Food Fair

i) Who

An AGSC 450 hired student, who will act as event coordinator, should carry out the majority of the tasks listed in the timeline below. This coordinator should have a thorough understanding of the steps required to complete each task, should have knowledge/belief in the campaign and should be enthusiastic towards the promotion and success of the Local Food Fair. Other than the coordinator a minimum of 9 volunteers, 2 for each station and one extra dressed as a vegetable attracting people at the SUB. This does not include the UBC farm, SEEDS and Sprouts booths who should provide their own volunteers.

ii) Where/When

The local food fair is to be held outside the Student Union Building (SUB) in the sunken cement plaza across from Hebb Theater. We propose the fair be held on World Food Day, Monday, October 16th and the following Tuesday, October 17th, 2006 from 11 am to 2 pm. We chose these two dates to try and reach the greatest amount of students possible. Having the fair on Monday and Tuesday would reach the most amounts of students, even those who aren't at school everyday because many part-time students just have classes on Monday/Wednesday/Friday or Tuesday/Thursday. Since our promotional campaign is targeted at students, workers, and teachers at UBC, we think that having a food fair outside of the SUB will have the potential to attract the most people, as it is a high traffic area. Because of all the amenities offered at the SUB (i.e. food, post office, bank machines etc.), its central location on campus, and its proximity to the bus loop, it is an ideal location for our Local Food Fair. As well, this location can be reserved for our event free of charge and it is available for the required dates.

iii) How

As well as having an information booth at the IMAGINE carnival, the local food fair should also be advertised at the beginning of the semester with posters (see Appendix B) placed across campus and in the SUB building. Volunteers from the faculty of Land and Food Systems would be needed to put up the posters (note: first year AGSC 100 students could do it for credits as part of their participation mark). Also, advertisements will be placed on the UBC radio station, CiTR. The station has agreed to play an advertisement for the event at no cost. Project organizers will be responsible for creating a brief speech, which must include: the slogan of the event, "Buy Fresh, Buy B.C." and information about the Food Fair (time, venue, games etc.).

In addition, a detailed timeline has been developed for the specific steps the AGSC 450 hired student is to carry between now and the dates of the fair.

iv) Budget:

We prepared a thorough budget for this event. The printing and marketing costs are by far the most expensive items in our budget (\$2462.35), as there needs to be sufficient quantities of our educational materials to effectively convey our message to a large portion of the UBC community. There were several small details included in the contents of the activity booths, and combined with the cost of the mascot outfits, the total for this portion of the event is approximately \$755.77. The last major category of the budget is the structural materials. This includes the rental of the tent and the location, as well as tables and presentation boards for the information booth, SEEDS, Sprouts, and UBC Farm booths. The total for this portion of the event is approximately \$478.68. A thorough listing of all items in the budget, approximate cost, and source of each item can be found in Appendix C.

v) Timeline:

Dates	Action/Contact Info
As soon as possible	Book sunken cement plaza for Oct 16-17 Classroom Services Phone: [REDACTED] Fax: [REDACTED] E-Mail: [REDACTED]
As soon as possible	Mascot Rental Booking Tel: [REDACTED] Address: 5600 Parkwood Way, Richmond 50% deposit is required
As soon as possible	Book tables from Plant Operations: [REDACTED] Rent tent from www.salmonrentals.com (see budget; appendix C), or contact UBC Recreation about using their tents
June 10, 2006 (deadline)	Book Advertisement in Student Agenda
Mid August	Obtain all necessary materials for fair (see Appendix C for list of materials) Make information booth based on pamphlet content

Mid August	Confirm UBC Farm, SEEDS and Sprouts participation in fair - UBC farm: <www.agsci.ubc.ca/ubcfarm> - SEEDS: <www.sustain.ubc.ca/seeds.html> - Sprouts: [REDACTED]
End of August	Have posters and pamphlets printed, order magnets & key chains See budget (Appendix C) for details (i.e. where to order materials)
First Day of School Tuesday, Sept 5, 2006	Information booth at Imagine UBC to advertise food fair and local food campaign
Beginning of September	Buy coupons from Sprouts, Agora, and UBC Farm Sprouts Contact: [REDACTED] Agora Contact: Lauchlan Jankola Chief Financial Officer 2005-2007, AGORA Eats! Cafe [REDACTED] [REDACTED] See the Budget in Appendix C for details
Beginning of September	Advertisement for the Food Fair: 1. Display posters around campus 2. Advertisement on the Radio (CiTR)
Beginning of October	Pick up 2 vegetable mascots (see Mascot Costume Booking above for contact number)
One week prior to Fair	Contact AGUS for Music available at the Food Fair AGUS Office: [REDACTED]
One day prior to Fair	Buy 1 case of local apples
Monday Oct 16 and Tuesday Oct 17	Local Food Fair

Recommendations

We recommend that our educational campaign be implemented by the project coordinator and hired student in accordance with the proposed timeline and budget. We also suggest that ideas from other AGSC 450 2006 groups be critically assessed, and that their ideas be incorporated into the campaign. Funding has yet to be secured and we recommend that UBCFS and AMS collaborate in providing financial support. We ask our (potential) collaborators, UBC Farm, SEEDS and Sprouts to provide personnel/staff and marketing materials for their booths at the fair. To next year's class, we suggest that they try to collaborate more with other groups in

the same scenario, for example those doing websites, labeling of local foods on campus, local beer gardens, and continue to create lists of local foods that are available on campus, label the foods accordingly, and calculate food miles for menu items. Most importantly, we ask that they evaluate the effectiveness of the campaign and continue to provide suggestions to perfect/modify/expand the campaign to hopefully continue to make an even greater impact.

CONCLUSION

Re-localization is an essential step in achieving a sustainable, ecologically friendly food system yet it is too often overlooked. As part of the UBC Food Systems Project, our proposed campaign serves to bring this issue to the attention of fellow students at UBC, with the anticipation that it will help reshape food production, distribution and consumption patterns on campus. Furthermore, we are confident that the UBC community will in turn deliver this message to the community, thereby positively redesigning the structure of our food system.

We conclude that the most effective elements for raising awareness of local food include the use of posters, pamphlets, logos, a slogan, an information booth during the Imagine day, and a local food fair. The event coordinator would be responsible for implementation of the proposed tasks, with help from volunteers. We recommend the fair to be held mid-October in conjunction with World Food Day, and encourage the use of our “UBC Grown” and “Buy Fresh, Buy BC” logos and slogans. Future AGSC 450 groups are also encouraged to observe and improve on our campaign for local food, for example by adding more ideas for fun stations at the fair. In initiating the UBC Food Systems Project, we hope to see a significant change in the food system at UBC campus.

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APPENDIX A: Educational Campaign Materials

i) UBC Grown Logo



ii) Slogan / Logo



iii) Poster – freshness version





iv) Pamphlet – front page

JOINING THE CAMPAIGN

Support community agriculture and shop at farmers markets.

Look for the Buy BC and UBC Grown Logos

Shop/Dine at places you know support local agriculture.

Question the source of your food at grocery stores, restaurants and AMIS food outlets

Buy produce that's in season

Participate in Farm volunteer programs

Visit UBC SPROUTS natural food co-op

VISIT UBC FARM IN THE SPRING!

The UBC farm is a student run operation. Everything is organically grown with that "just picked" freshness flavors to give your taste buds a treat.



RESOURCES

UBC Farm
www.agsci.ubc.ca/ubcfarm

SPROUTS
www.ams.ubc.ca/clubs/nfc

UBC Sustainability Office
www.sustain.ubc.ca

UBC SEEDS
www.sustain.ubc.ca/seeds.html

Buy BC
www.bcabc.bc.ca/buybc/

BC Farmer's Market
www.bc-farmersmarket.org/web/index

Farm Folk/City Folk
www.ffcf.bc.ca

Fresh From the Farm
www.bcfarmfresh.com

Farmer's Market
www.eatlocal.org

SPUDS
www.spud.ca

Food Routes
www.foodroutes.org



**BUY FRESH
BUY BC**



*"Buy Locally Grown, It's
Thousands of Miles
Fresher!"*






WHY BUY LOCAL?

Think Food Miles

More energy is used and more pollution is produced with the additional transport (most produce travels for an average of 14 days or 1300 miles before reaching your supermarket)

Think Nutritious

Local food can be picked when ripe; therefore, fewer vitamins and minerals are lost. In addition, the flavor will be preserved for a fresher taste!

Think Economic Gain

Purchasing locally grown produce supports local agriculture, helps to preserve local farmlands and landscapes, and creates job opportunities

Did you know? The total number of farms in BC has decreased by 7% from 1996 – 2001.



SUSTAINABILITY
= LOCAL FOODS

What is Sustainability?

"to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs."

-*UBC Sustainability Office*

What is Local Food?

The concept of buying local is to purchase foods that are grown or produced as close to home as possible; that may be as close as the UBC farm or extend to the rest of the province.

Did you know? Buying Local is as easy as visiting www.bc-farmersmarket.org to discover a local market near you!



WHAT'S IN SEASON?

Winter

Apples, beets, cabbage, carrots, cauliflower, kiwi fruit, onions, potatoes, squash

Spring

Asparagus, beans, broccoli, carrots, cauliflower, cucumbers, lettuce, rhubarb, spinach, strawberries

Summer

Apples, beans, berries, corn, figs, lettuce, pears, tomatoes, strawberries, blueberries

Fall

Beets, broccoli, cabbage, corn, onions, pumpkins, quince, squash, Brussel Sprouts

For More Information go to:
www.islandfarminfresh.com

Did you know? Mushrooms can be grown in BC year round!

APPENDIX B: Local Food Fair Advertisement Poster

UBC GROWN

UBC FOOD FAIR

**BUY FRESH
BUY BC**

Buy FRESH, Buy B.C.
Fun Games • Free Locally Grown Food Samples.
Local Food Fair

DATE : **October 16th - 17th, 2006**
 Monday & Tuesday

TIME: **11:00 am - 2:00 pm**

VENUE: **Sunken Cement Plaza**
 (Outside of SUB)

APPENDIX C: Budget

Item	Approx. Cost (\$)	Source
<u>Picture Booth</u>		
Digital Camera	0.00	Borrow
Volunteer taking pictures	0.00	Student
Mascot outfits (2 @ \$80.00 each) Potato and Tomato	160.00	Dunbar costume rentals 604-244-3955
Volunteer as mascot	0.00	Brent Skura
Sign "I will buy local food" (foam board, 20"x 30") white	4.86	Staples
Website	0.00	Group number 22
<u>Basket Toss</u>		
3 baskets	0.00	Borrow
3 balls	5.00	Any dollar store
2 volunteers	0.00	Students
<u>Map Dartboard</u>		
Standing corkboard	0.00	Borrow from Urban Planning Dept
large world map (item # 409050, 135x97)	20.91	www.allposters.com
darts (3)	20.00	Toys R Us
2 volunteers	0.00	Students
<u>Apple Bobbing</u>		
2 large buckets	0.00	UBC Farm
local apples (~10 per bucket)	20.00	Local source
2 volunteers	0.00	Students
<u>UBC Farm</u>		
Will contribute own marketing material and volunteer	0.00	UBC Farm
Table	10.00	Classroom Services
Presentation board	8.42	Staples
<u>SEEDS</u>		
Will contribute own marketing material and volunteer	0.00	UBC Farm
Table	10.00	Classroom Services
Presentation board	8.42	Staples
<u>Sprouts</u>		
Will contribute own marketing material and volunteer	0.00	Sprouts
Table	10.00	Classroom Services
Presentation Board	8.42	Staples
<u>Info Booth</u>		
Pamphlet (1000) (@\$0.47 each, folded)	470.00	Staples
Large version of pamphlet (2) 22" x 17" (@\$5.99/sq ft)	31.11	Staples

Local Food Posters (500) 11" x 17" colour (@\$0.65 each)	325.00	Staples
Local Food Posters (10) 22"x 28" colour (@\$5.99/sq ft)	256.24	Staples
Table	10.00	Classroom Services
Presentation board	8.42	Staples
Tent (20`x30`, 600 sq feet)	375.00	Salmon's rentals www.salmonrentals.com
<u>Marketing</u>		
Radio advertisements (UBC radio)	0.00	CITR 101.9 FM, UBC Radio AMS Insider Coordinator
Agenda advertisement (Calendar banner, 4.5"x 1.5")	350.00	Lynne Evans 604-822-6704 Deadline for booking space is June 10, 2006
Advertising Posters (500) 8.5" x 11" colour	145.00	Copysmart
<u>Miscellaneous</u>		
Stereo, CD's and extension cords	0.00	AGUS
Extra materials (paper, tape, etc.)	200.00	Staples
Gift Certificates (\$5.00 each, 20 from each location)	300.00	UBC Farm, Sprouts, Agora
Sprouts Memberships (10)	0.00	Sprouts donation
Magnets with UBC logo (1000 @ \$0.30/piece)	300.00	Icon Enterprises Ltd, 103-30 East 6th Avenue, Van BC
Keychains (1000 @ \$ 0.520/piece)	585.00	Icon Enterprises Ltd, 103-30 East 6th Avenue, Van BC
Plant Operations Fee	30.00	Plant Operations
Helium Balloons	25.00	Party Supply Store
Total	3696.80	