

**Eat Thoughtfully, Think Locally A Campaign Proposal to Increase Education and  
Awareness of Local Food Consumption**

**Angel Cheng, Stephanie Gloyn, Viola Lam, Janie Ng, Rebecca Shu, Tatiana Ticono,**

**Megan Willems**

**University of British Columbia**

**AGSC 450**

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*Eat Thoughtfully, Think Locally*

**A Campaign Proposal to Increase Education and  
Awareness of Local Food Consumption**

**AGSC 450  
UBC Food System Project  
Scenario 4**

Group 24  
Angel Cheng  
Stephanie Gloyn  
Viola Lam  
Janie Ng  
Rebecca Shu  
Tatiana Ticono  
Megan Willems

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## **Abstract**

Our group has designed an educational campaign that aims to increase consumption of local food in the UBC community. Local food is defined as any produce grown within BC. The slogan for our campaign is “eat thoughtfully, think locally” and this message conveys the significance of making wise food choices and choosing local foods. The education campaign consists of two components, a continuous marketing campaign and a concentrated three-day “Food Week” event. A variety of promotional tools have been designed for this campaign, including magnets, pamphlets, posters and a webpage. The Food Week event will take place in the SUB to reach a diverse population of the UBC community. The first part of the Food Week event will showcase the local food available on campus and in the surrounding Vancouver area. The wrap-up event for the week will be a Local Wine Festival, which offers a sampling of locally produced wines and appetizers. We recommend that the 2007 AGSC 450 class find greater funding support to expand the campaign and critically evaluate the effectiveness of these events. Through our campaign, we hope to generate an interest and awareness among consumers on the UBC campus for eating local. Our group believes that being successful in educating the UBC community to make wise decisions regarding their food choices is the core solution to many unsustainable practices seen on campus. Furthermore, the efforts made to change practices at UBC can serve as a model for other communities to do the same.

## **Introduction**

The University of British Columbia Food System Project (UBCFSP) is a collaborative research project that aims to assess and improve the sustainability of the UBC food system (Rojas & Richer 3). Increasing local food consumption will create a more sustainable campus, yet the University of British Columbia (UBC) community currently does not consume as much locally-produced food as would be ideal. Some of the reasons for this include a lack of

knowledge of the benefits of consuming local products and food items are locally-grown (Rojas & Richer 12).

Our task for Scenario 4, “Promoting and Educational Awareness for Local Food Systems”, was to research, design and outline the process of implementing a Local Food Education and Awareness campaign for the UBC campus as part of the UBCFSP. This campaign aims to increase education, awareness and support for local food purchasing and consumption among the UBC community. Patrons of the Alma Mater Society Food and Beverage Department (AMSFBD) and the UBC Food Services (UBCFS) outlets on campus are the target population for a year-long campaign, with the main event taking place in October to coincide with World Food Day.

The following paper outlines Group 24’s position on local food consumption, validation for an education and awareness campaign, methods of designing this campaign, components and procedure for carrying out the campaign, our recommendations for further research, and linkages between UBC and the global food system.

### **Problem Definition**

During the past 50 years, advancements in technology and transportation enabled major changes in the global food system, which decreased the limitations of region and location on food availability and consumption patterns (Rojas & Richer 11). Changes include the construction of a global food transportation system, advancement in agricultural technology, domination of global free trade policy and compaction and monopolization of the corporate food system through business mergers and acquisitions (Rojas & Richer 11). The result is a food system that is highly dependent on transport, preservation and processing. Consumers now have access to food items grown and produced in any region of the world at any time of the year for relatively low prices. This has increased the physical, psychological and social distance between consumers and their primary food sources (Rojas & Richer 12).

Long distance food transport and various processing and preservation methods also result in negative externalities (e.g. environmental degradation, decreases in food quality), which are not directly apparent to any food chain participants: the consumer, retailer or producer (A Tale of Two Tomatoes). Thus, even when the negative effects of current food production and distribution methods are brought to the attention of various food system participants, no individual is held directly responsible for correcting such problems (Lang & Heasman 54-55). Typical solutions to these problems, such as a pollution tax or re-localizing food production and consumption, tend to oppose the values and goals of food chain participants (Lang & Heasman 126).

The current food system is highly efficient at producing large quantities of products with consistent quality and providing them to the global market. However, it is also a system that depends on unsustainable methods of production, processing, transportation, distribution, consumption and waste disposal, which results in negative social, ecological and economic impacts (A Tale of Two Tomatoes).

A method of reducing these indirect costs would be to purchase and consume food produced locally, thereby re-localizing the food system. Buying locally minimizes the environmental degradation associated with transport, retains aesthetic and nutritional quality of food, decreases the reliance on preservation and processing and keeps money circulation within the community (Rojas & Richer 12). In addition, buying local may provide support for the local industry to adopt more sustainable farm practices (Lifecycles Good Food Directory). Many small local farms, when compared to large monocultures, practice sustainability by growing a variety of crops, using fewer chemicals, employing more crop rotation and practice integrated pest management to protect and preserve soil, water and air while ensuring future farm productivity (Oxfam, 2002).

## **Vision Statement Reflections**

As a guiding framework for the development of a sustainable food system at UBC, a vision statement (plain language version) was created containing seven principles necessary to consider when making changes to the current food system (Rojas 1). These values effectively present a utopian version of an ideal food system for the UBC campus. Although all seven principles are necessary components to consider when designing a food system, it is not entirely feasible to implement them all into the UBC food system because of the complications and contrasting values that would arise.

One such complication involves the principle for the necessity of ethnically diverse foods, which directly conflicts with another principle for “locally grown, produced and processed” foods (Rojas 1). Ethnically diverse foods require ingredients from many different regions of the world; therefore, many of these items are not native to our region or grown locally and must be imported over long distances, relying on unsustainable methods of transportation. In other words, the need of ethnically diverse foods directly opposes the principle of re-localization of our food system.

When developing a framework for a food system that impacts such a large population, it is critical to recognize how our values and assumptions influence both our interpretation of the system and our proposed goals. For instance, we are assuming in these principles that individuals place greater importance on the social welfare and environmental impacts of food choices than in the economics of food choices (price and convenience). We are also assuming that consumers consider and value health in their food consumption decisions, such that nutritional content and variation of food available are considered as having potential benefit to both the individual and the community. In other words, we are assuming that food consumption is not just a simple method of refueling, but it is concerned with a wider range of issues. Although we feel that as a



guiding framework, the principles effectively provide direction, it is important to consider the limitations of this vision statement when it is applied to the entire UBC community and beyond.

### **Identifying the UBC Food System**

The Point Grey campus at UBC is 400 hectares in area (UBC Town, A Sustainable Future). As the second largest employer in British Columbia, the University generates 16,000 direct jobs, contributing roughly \$4 billion to the region's economy (UBC Town, A Sustainable Future). In the 2005-2006 academic year, a total of 68,783 students attended UBC. More students attend UBC during the winter session (44,985) compared to the summer session (22,798) (UBC Calendar 2006-2007). The changes in student population throughout the year greatly affect the demand for food, which in turn affects supply and food vendors' operational hours during certain months (Aikins et al 6). For these reasons, the events outlined in the campaign are to be held during the winter as opposed to the summer session.

Competition among food vendors at UBC mainly exists between the AMSFBD, UBCFS and other food providers (e.g. UBC Village) (Aikins et al 8). The majority of food at UBC is provided by the AMSFBD and UBCFS. AMSFBD is a student-run food service provider (AMS Food and Beverage). The ten food service outlets as well as other activities that AMSFBD are involved in are outlined in Appendix 1. Gross revenue was 5.6 million in 2005-2006, of which about 12-13% goes back to the student population through the AMS (Toogood March 15). UBCFS, on the other hand, is the umbrella campus food provider at UBC. It operates nine full service cafeterias and restaurants, eight snack bars, three mini-marts, five coffee bars, as well as other services such as UBC Catering (UBC Food Services: Locations & Venues) (Appendix 1). Revenue generated in the year 2005-2006 totaled \$19.0 million, of which 15% was from catering, 7% from Sage Bistro, 40% from residence dining, 19% from non-franchise cash operation, 18% from franchise cash operations and the remaining 1% from other activities (Parr March 15). Because residence dining contributes to 40% of UBCFS revenue relative to all other

sources, our campaign includes educational tools specifically designed for students in residences. All other educational tools, however, are designed to target the general UBC community.

## **Methodology**

In order to further develop the Scenario 4 component of the UBCFSP, we first conducted a critical review of previous years' UBCFSP presentations, papers and proposals, specifically focusing on information that directly related to local food education. These included resources from AGSC 450 2005 Groups 1, 7, and 13. In addition to these resources, we also reviewed other recommended readings. Given the large target population and limited resources such as funding and time, we decided the most effective approach would be to select a simple, clear message that could be spread among a large portion of the UBC community.

## **Findings and Discussion**

The criteria used to review previous years' work and to develop our own materials were that the promotional tools should be eye-catching while making a lasting impression on the consumer, conveying our intended message clearly, and to inspire change. In addition, it had to be feasible to implement and be able to reach a large population.

Our first challenge was to determine what constitutes "local". The meaning of "local" is widely disputed with definitions ranging from specific eco-regions - a basic ecological unit defined by its climate, soil, watershed, species and local agri-systems, to small areas such as cities, or larger region of state and national boundaries (Wikipedia). Our campaign defines "local" using provincial boundaries, which is already supported by other marketing campaigns such as "Buy BC" and "BC Tree Fruit" (Buy BC, BC Tree Fruits).

Next, we had to select a slogan and logo to represent our campaign for local food. As a group, we felt that the design had to be visually appealing, easily recognizable, and related to the concept of eating locally. Using these standards, we selected the motto "Eat Thoughtfully, Think Locally", put forth by Group 1 in 2005 (Ma *et al.* 10). This slogan clearly and effectively

emphasizes the importance of putting consideration into food choices and suggests that locally sourced food items are a better choice than the imported food items. The logo chosen for our campaign is a modified version of the apple logo designed by Group 7 in 2005 (Yau *et al.* 24). Apples are a locally grown food item that are available ten months of the year and are often associated with local producers as a result of the BC Tree Fruit marketing campaign (BC Tree Fruits). However, the “UBC Grown” slogan, used by Group 7 does not apply to our campaign, as our definition of local extends beyond the UBC campus (Yau *et al.* 24).

After evaluating the promotional tools and awareness event put forth by previous groups, we developed a campaign divided into two major components: a continuous marketing campaign promoting local food consumption throughout the year and a concentrated promotional event called “Food Week”. The marketing campaign consists of a variety of advertising techniques and promotional tools including magnets (Ma *et al.* 15), posters (Ma *et al.* 15, Yau *et al.* 25), pamphlets and an informative webpage.

### *Promotional Tools*

Magnets (Appendix 2) to be included in the Welcome Kits given to all UBC Housing residents are effective because they are often kept in highly visible locations (e.g. fridge doors, mirrors), which facilitates repeated visual exposure of our message. Although magnets cost substantially more than our alternative option of stickers, the effect of repeated exposure make magnets a far more effective campaign tool. The magnet printing order, through Magnets.com ([www.magnets.com](http://www.magnets.com)) must be submitted by the third week of July in order to ensure adequate time for printing, shipping and submission to the UBC Residence Life Managers for inclusion in the residents’ Welcome Kits. This step in the process is noted in Appendix 2, which contains a checklist for implementation of the campaign.

We have designed a simple, yet informative pamphlet (Appendix 3) to be handed out primarily during Food Week and used throughout the ongoing campaign. It gives the reader

information on why, how, when and where to purchase local and seasonal foods. In addition to citing the importance of buying locally in a simple format, it also provides internet addresses with more information on locally sourced food through companies such as Farm Folk/City Folk, Sprouts as well as our campaign website (Appendix 3).

Posters are part of our ongoing awareness campaign and will be displayed throughout UBC Residences, UBCFS and AMSFBD outlets and the Student Union Building (SUB). The poster (Appendix 4) is modeled after the front page of our “Eat Thoughtfully, Buy Locally” pamphlet in order to provide consistency across our various promotional tools and advertisements. The campaign slogan and logo is prominently displayed with a brief, clear statement on the purpose and benefit of choosing local food. A link to our proposed website is included as a source of further information for interested consumers. The design is simple and eye-catching with the intent of grabbing the target population’s attention and redirecting them to proper sources rather than over-crowding the poster with information. Furthermore, if local items are incorporated into campus menus through UBCFSP Scenario 2’s work, identification symbols, such as our campaign logo, may be included to identify these selections. By using consistent messaging, consumers are more likely to recognize the logo and slogan; therefore, increasing the potential to visit the website and hopefully adapt their buying practices.

To accentuate our educational campaign and promote local food for the whole school year, our group has developed a website that will be linked to the UBC system, either through UBCFS, whom we have proposed as a partner for the campaign, or the UBC mainframe via the Faculty of Land and Food Systems. Ideally, we would like to keep our proposed name ([www.localfood.ubc.ca](http://www.localfood.ubc.ca)) or some close variation on it. The contact people for connecting to the UBC mainframe are listed in Appendix 5. The website expands upon the information found in our pamphlet, as well as showcases events such as the UBC Farmer’s Market and other local food events in the Vancouver region. It also offers links to additional resources like Farm

Folk/City Folk and the 100 Mile Diet and provides featured seasonal produce as well as recipes using local food for the four seasons. The website will be a constant information source for people interested in learning more about local food and will have the flexibility to be updated. It can be linked to any other site on the UBC network, allowing any group interested to link their site to ours. The website is shown in full on the compact disc labeled Appendix 6.

### *Concentrated Campaign Event*

The concentrated aspect of the educational campaign has been developed into a three-day event called “Food Week”. This event will occur on October 11 to 13, 2006; occurring directly before World Food Day, October 16. Other groups in Scenario 4 have developed events that occur on October 16 and have the potential to be promoted with our event as well. It will primarily take place in the SUB, ensuring that a diverse population of students is reached during the three days. The first two days will showcase the local food available on campus and in the surrounding area (i.e. Greater Vancouver Regional District (GVRD)), as well as local organizations related to local food. We have invited various organizations that relate to and support the need for making local and sustainable food choices. For a detailed list of invitees and the status of their involvement, see Appendix 7. The SUB concourse can be divided into three sections of participants: campus resources, non-profit or government organizations and businesses. The layout of the booths in the concourse would provide students with a view of what local food is produced throughout the GVRD. A special focus will be given on options available on UBC campus, by highlighting UBC Farm, Sprouts, AMSFBD and UBCFS. These booths would provide students with educational information, samples of local food and extol the benefits that arise from purchasing local. By having this diverse group of organizations and individuals showcasing their work and providing information, we hope that interest will be peaked in the student population. Through the posters, we plan to promote our event heavily to

those students that live on campus (Appendix 8). Ideally, this special “Food Week” poster would be displayed in high traffic areas such as residences, cafeterias, food service outlets and the SUB.

Our final event of the week for the educational campaign will take place on the Friday evening of Food Week in the SUB Ballroom. Groups from previous years had suggested hosting a local food banquet (Ma *et al.* 14); however, we felt that a banquet would entail a more formal, sit-down arrangement, requiring advanced ticket purchasing, and greater commitment, which may deter a large population of our target audience (students). Furthermore, those that are most likely to attend such a banquet would likely already be well informed and concerned with local food consumption. In order to better serve our target population, we have decided to hold a Local Wine Festival instead. This festival will give attendees the opportunity to sample a variety of local wines with accompanying appetizers. The atmosphere will be casual yet classy to facilitate mingling among guests. The Local Wine Festival will be promoted through Food Week posters, mentioned above (Appendix 8), as well as through the campaign website and at the information booth set up for advance ticket purchasing during the SUB Educational Event. To view a sample of the ticket, please refer to Appendix 9. In order to accommodate participants who may be unwilling or unable to make the advance commitment, tickets will also be sold at the door. This type of event will be less intimidating, requiring less commitment and therefore attracting a greater diversity of participants from our target population. This event will cater approximately 200 people throughout the evening and will run from 6:00pm to 8:00pm.

Ideally, this event would showcase only local food. When researching options for catering, we found that providing just local food is difficult to ensure and very expensive. We opted instead for AMS Catering Service, which is run through AMSFBD, based on the rationale that a local service is the next best option to a local good. We also discussed the potential option of having the food served would be the new local menu options that were developed by UBCFSP Scenario 2, but it was not possible to make proper budget estimates using this tactic. The wine

that will be served will be locally produced and provided. Broadway International Wine Shop has provided us with ten different wines produced in B.C. (Appendix 4). The ticket price, based on a 75 percent cost recovery, will be \$8 and includes one free glass of wine and appetizers. Upon purchasing a raffle ticket for \$2, individuals will be able to sample an additional 6 oz. glass of wine.

To analyze the effectiveness of this event, feedback forms (Appendix 11) will be handed out after the Local Wine Festival. Valuable information collected will be used to evaluate whether the Food Week events were successful in educating and raising awareness about local food. To motivate attendees to fill out the form, there will be a raffle draw for two bottles of local wine. Winners would be contacted the week after the event via the email address provided on the feedback form.

### *Costs of Campaign*

The cost of the continuous educational campaign includes poster and pamphlet printing and magnet printing and shipping. The budget for this is shown in Appendix 10. Cost of the SUB Educational Event would include poster printing and renting the SUB concourse for two days. We had worked on getting this cost covered through partnering with an AMS Club such as Sprouts/UBC Natural Food Co-op or UBCFS but we were unable to confirm the final participation in the event by the time of the paper due date. UBCFS gave indication of helping with funding for the event if they were included in promotional materials. Because of this stipulation, we have incorporated the UBCFS logo into the Food Week poster and there is flexibility to add the logo to all of our other promotional materials. To see a full breakdown of the costs for all Food Week events please see Appendix 10. The cost of the concentrated event would ideally be compensated about 20-30 percent by the funding that will be raised and ticket prices will cover about 70-80 percent of the cost. The main cost will be purchasing the wine and food, renting the SUB Ballroom, securing a liquor license and renting wine glasses and other

flatware (Appendix 10). Holding an event with alcohol at the SUB is easily done if working with an AMS Club and we proposed that Sprouts would help to host the event (Appendix 5). They would help significantly with the logistics of organizing such an event and in return Sprouts would be a partner, advertised through our promotional tools (poster, pamphlet and website).

### *Coordinating the Event*

We propose that the partnership of UBCFS and the “Eat Thoughtfully, Think Locally” campaign hire a coordinator with the proposed funding to ensure that volunteers are effectively used and that the campaign is carried out successfully. The coordinator position would be advertised at the beginning of August on AMS Joblink and should be hired by the first week of September. Responsibilities for this position would include contacting and confirming the participants for the Education Event, working with UBCFS to ensure they are aware and agree with all activities happening for the educational campaign, find volunteers for setting up booths and other tasks, arrange food and wine delivery and partnership with Sprouts for the Local Wine Festival. We anticipate this position would last approximately three to four weeks at about 10 hours a week. Hiring would be done by individuals aware of the vision of the educational campaign: the UBCFSP Teaching Team and other stakeholders. Volunteers for the event in October can be found through four sources: advertising in AGSC 100 class, Sprouts website and store, AMS Volunteering Service and the Agricultural Sciences Undergraduate Society email list via Cathleen Nichols.

### **Recommendations**

Our recommendations for the AGSC 450 2007 class are to evaluate the effectiveness of the educational campaign that will be held in October 2006. Students should critically analyze the event to identify successes, failures and challenges, and use these to further develop, expand and alter the Local Food Education and Awareness Campaign. Specific focus should be given to



efficiency of budget use, level of participation, ease of organization of the event and the effectiveness of the promotional tools.

The formulation of a method to evaluate the effectiveness of the event may be useful. In addition to collecting and analyzing the data from comment cards given during the Local Wine Festival, collecting data to determine whether consumption of local food has changed may also be valuable. This could be done through gathering sales information from on campus food outlets providing local food such as UBCFS and AMSFBD.

Students should look to increase funding sources in order to continue and maximize the promotion of local food. Different events should be developed to further promote local food consumption and to prolong and expand activities during the Food Week. Suggestions include holding a “local food festival” at the UBC Farm and strengthen connections with retailers that provide local food items. Furthermore, students may want to expand the concept of local food at UBC by partnering and connecting with UBCFS and AMSFBD as these organizations work to develop and include locally grown and processed foods into their menu options. As previously mentioned, these local food items can be promoted via our pamphlets, posters and the website. The benefit of utilizing a unified marketing campaign increases consistency among promotional tools, which over time will likely increase awareness and sales of local food items.

Our group recommends food service providers to continue working with the Faculty of Land and Food Systems (specifically the Land Food and Community classes) to expand the extent of re-localization of the food system at UBC. Setting achievable and realistic goals and targets (e.g. by 2008, 15% of all food sources will be grown or produced in BC) will be increasingly helpful as UBC works to become a more sustainable campus. In addition, setting benchmarks towards a sustainable food system will also be essential. For immediate implementation, food service providers at UBC should incorporate more local food items into their menus, further build connections and contracts with local food suppliers, and connect with

AGSC 450 to expand and develop our local food awareness and education campaign. Providing consistent financial aid through a marketing fund by UBCFS and AMSFBD would be very helpful as well.

### **Linkages between the UBCFSP and the Global Food System**

The UBC food system is a subsystem within the global context. Many similar characteristics and problems exist in these systems; hence, the UBC model serves as an effective framework for studying the challenges and successes associated with developing more sustainable food consumption patterns, methods of food production and distribution. However, there are limitations to the extent of similarities between UBC and the global food system.

The UBC food system serves a large number of employees, students, faculty and campus residents, shares many common characteristics and elements defining food systems throughout the globe. Due to its high population density, small geographical area and limited resources, the UBC system is highly dependent on transportation, processing and preservation to satisfy food demands. Although the UBC Farm is on campus, food production is limited and it serves more of a recreational and educational role than an economic one (Bomford March 15). The UBC campus is therefore almost entirely dependent on external resources, which makes UBC an example of the increasing distance between consumers and producers.

There is a strong presence of multinational businesses and products on campus, which is a consequence of the demand for these products by students and others who may not be aware of the potentially negative effects of utilizing these resources. Examples of this include the Coca-Cola Corporation having a monopoly on pop beverages within UBCFS and franchise outlets such as Starbucks, Tim Horton's, Subway and A&W (Parr March 15). Overall, the corporate presence and influence at UBC is quite apparent.

Food consumers at UBC share certain characteristics with those in other food systems. Consumers have a wide range of economic and cultural backgrounds; therefore, they demand

that a broad variety of food be available to them. Various food locations at UBC offer a range of culturally diverse foods, such as sushi, curry, wraps, burgers and noodle bowls. Options range from fine dining restaurants such as the Sage Bistro, which is targeted towards the more affluent population, to the more common “Quick Serve” locations, which provides affordable meals (UBC Food Services: Locations & Venues).

Today a primary concern of consumers, both at UBC and on a global scale, is to maximize the quantity of a consistent tasting and looking product, while minimizing their expenditure (Lang & Heasman 15-16) In addition, the nutritional quality and social implications of products purchased is seldom considered. This is the root of various social, individual, ecological and environmental health problems showing itself on a global scale (Lang & Heasman 47).

There are many characteristic linkages between UBC and the global food system; however, certain key features at the root of the problems in the global food system are lacking, which limits UBC as a model. For example, there are members of the UBC community with food security problems related to inadequate financial resources, but there are low cases of chronic starvation on campus (UBC AMS Foodbank).

Universities are seen as leaders and innovators in society and the members of these communities are people who are eager to learn, open to new ideas and understand the necessity of change. Thus, the concept of sustainability can be better embraced by the UBC food system than by the global one. Therefore, we must take the lead in achieving sustainable development and in setting a positive example for others to follow. To get this message out to the general UBC population, an effective education and awareness campaign on the benefits of re-localization is needed.

## **Conclusion**

Our paper outlines the implementation process of a highly effective education and awareness campaign for the UBC community. As a step in creating change, education is a highly efficient and necessary method as the awareness and understanding of a problem is required before a solution can be reached. Furthermore, UBC food system serves as an adequate model to develop and test various methods in achieving sustainability, as changes and methods outlined in this paper can be altered and implemented in other food systems. Although our proposal suggests small changes, the accumulated affect of small changes may result in large impacts.

Appendix 1: Type of Services from Alma Mater Society Food and Beverage Department and UBC Food Services (AMS Food and Beverage, UBC Food Services: Locations & Venues)

<b>AMS Food and Beverage Department</b>	Full Service Cafeterias and Restaurants (5)
	<ul style="list-style-type: none"> <li>• The Pit Burger Bar</li> <li>• The Gallery Lounge</li> <li>• The Pendulum</li> <li>• Pie R Square</li> <li>• The Pit Pub</li> </ul>
	Snack Bars (5)
	<ul style="list-style-type: none"> <li>• Bernoulli's Bagels</li> <li>• Blue Chip Cookies</li> <li>• The Honour Roll</li> <li>• The Moon</li> <li>• Snack Attack</li> </ul>
<b>UBC Food Services</b>	Others (2)
	<ul style="list-style-type: none"> <li>• AMS Catering</li> <li>• AMS Outdoor BBQ</li> </ul>
	Full Service Cafeterias and Restaurants (9)
	<ul style="list-style-type: none"> <li>• The Trek Express</li> <li>• 99 Chairs</li> <li>• Bread Garden at Forest Sciences</li> <li>• Café Piragua at Life Sciences Centre</li> <li>• Pacific Spirit Place at S.U.B</li> <li>• Sage Bistro at the University Centre</li> <li>• Vanier's Dining room</li> <li>• Totem Park Dining Room</li> <li>• Yum Yum's at old auditorium</li> </ul>
	Snack Bars (8)
	<ul style="list-style-type: none"> <li>• SUBWAY at S.U.B</li> <li>• Pizza Pizza at S.U.B. and Trek Express</li> <li>• Arts 200 at Buchanan A</li> <li>• The Barn Coffee Shop in Main Mall</li> <li>• Edibles Snack Bar at Lower Level Scarfe</li> <li>• IRC Snack Bar at IRC/Woodward Library</li> <li>• MOA Café inside the Museum of Anthropology (May to Sept only)</li> <li>• Reboot Café at ICICS</li> </ul>
Mini-Marts (3)	
<ul style="list-style-type: none"> <li>• Hubbards inside Place Vanier Commons</li> <li>• Magda's inside Totem Park Commons</li> <li>• Gage Mini-Mart at Walter Gage Towers</li> </ul>	
Coffee Bars (5)	
<ul style="list-style-type: none"> <li>• Steamies at UBC Bookstore</li> <li>• Starbucks – Full Service at Fred Kaiser on main Mall</li> <li>• Starbucks – Full Service at S.U.B</li> <li>• Tim Horton's at Trek Express</li> <li>• Pond Café at the Ponderosa</li> </ul>	
Other Services (7)	
<ul style="list-style-type: none"> <li>• Residence Meal Plans – Totem Park and Place Vanier</li> <li>• "U Care" Packages</li> <li>• Gift Baskets &amp; Gift Certificates</li> <li>• UBC Catering Services</li> <li>• Central Commissary &amp; UBC Bakeshop &amp; Special Occasion Cakes at Totem Park</li> <li>• UBC Bonus Card</li> </ul>	



Appendix 3: Checklist for Education Campaign

<b>Locals Food Education Campaign Checklist</b>	
<b>Task</b>	<b>Completed By;</b>
<input type="checkbox"/> Order 5000 magnets from www.magnets.com	July 21, 2006
<input type="checkbox"/> Post coordinator position on Jobslink website	August 9, 2006
<input type="checkbox"/> Contact residence life coordinator to confirm magnets in residence life welcome package	August 18, 2006
<input type="checkbox"/> 50 copies of "Eat Thoughtfully, Think Locally" poster printed and hung throughout campus, at UBC residences, AMS food service locations, and throughout SUB	September 5, 2006
<input type="checkbox"/> Volunteer advertisement placed with AMS Volunteer Connections, Sprouts and AGSC 100	September 7, 2006
<input type="checkbox"/> UBC Local Foods Campaign Coordinator Hired	
<input type="checkbox"/> SUB Main concourse rented for Oct 11th & 12th.	September 15, 2006
<input type="checkbox"/> SUB Ballroom rented for Oct 13th, 5pm-9pm	
<input type="checkbox"/> Liquor License requested and confirmed	
<input type="checkbox"/> AMS Food Services contacted, and Local Food Appetizers Ordered for 100 people.	September 29, 2006
<input type="checkbox"/> Order placed for 10 cases of locally produced wine from Broadway International Wine Shop. Delivery Time and Date Confirmed	
<input type="checkbox"/> Music Selection Picked, Stereo Arranged	
<input type="checkbox"/> Rent 216 wine glasses	
<input type="checkbox"/> Businesses contacted and participation confirmed	
<input type="checkbox"/> Print 50 "Eat Thoughtfully, Think Locally" posters, and 100 Food Week posters. Display in SUB, student residences, and food service locations	October 2, 2006
<input type="checkbox"/> Pamphlets (400) & evaluation form (200) printed	
<input type="checkbox"/> "Eat Thoughtfully Think Locally" education booth designed. Includes information posters, pamphlets to be hand out, etc.	October 9, 2006
<input type="checkbox"/> Set up SUB Main Concourse for Education Booths	October 10, 2006
<input type="checkbox"/> Local Foods Education Fair. (Includes "Eat Thoughtfully, Think Locally Booth")	October 11 & 12, 2006
<input type="checkbox"/> Set-up for Wine Event (Tables, Music, Food Service)	October 13, 2006





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Appendix 6: Contact List for Resources and Businesses

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*AMS Food and Beverage Service*

[Redacted]  
[Redacted]

*AMS Volunteer Connections*

Rm. 249A, 6138 SUB Boulevard

[Redacted]  
[Redacted]

*Broadway International Wine Shop*

2752 Broadway West,  
Vancouver, BC V6K 2G4

[Redacted]

*Magnets.com*

www.magnets.com

[Redacted]

*Janice Robinson - Director of Residence  
Life,*

UBC Housing and Conferences

[Redacted]

*Pedersen's Party Rentals*

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

*Staples; UBC*

2135 Allison Road, Unit 101  
Vancouver BC

[Redacted]

*Sprouts; UBC Natural Food Coop*

[Redacted]

*Sunshine Hanan - Conference*

*Coordinator, UBC House Staff  
Supervisor*

[Redacted]  
[Redacted]

*UBC Food Services*

Email Andrew Parr;

[Redacted]  
[Redacted]

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## Eat Thoughtfully, Think Locally

[What is Local?](#) [UBC Food System](#) [BC Local Food](#) [Links](#)

The average food item has traveled between 2500 and 4000 kilometers to reach your plate!



### **Four Reasons why your food comes from all around the globe:**

- The building and maintenance of a transportation infrastructure with low direct user costs
- The intensification of Agricultural technology
- Widespread commitment to global free trade system
- Vertical and horizontal consolidation and centralization of the corporate food system

Re-localization of the food system would bring the costs and benefits of food production, processing and distribution to our communities and neighborhoods.



Appendix 8: Contact List for Potential Participants

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*Buy BC; BC Agricultural Council*

Steve Thomsen; [REDACTED]  
#102 – 1482 Springfield Road  
Kelowna, B.C., V1Y 5V3  
[REDACTED]

*Capers Community Market;*

Aron Bjornson,  
[REDACTED]  
[REDACTED]  
[REDACTED]

*Choices Market;*

Ann Douglas,  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

*FarmFolk/CityFolk Society*

Jeff Nield [REDACTED]  
[REDACTED]  
[REDACTED]

*Green Party of UBC*

[REDACTED]

*Oxfam UBC*

[REDACTED]

*Slow Food Vancouver*

[REDACTED]

*Wisbey Veggies –*

Joy and Bruce Wisbey -  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

*UBC Farm*

Mark Bomford; [REDACTED]  
[REDACTED]  
[REDACTED]

*UBC Student Environmental Centre*

SUB Room 245B

[REDACTED]  
[REDACTED]

*Your Local Farmers Market*

[REDACTED]  
[REDACTED]

Appendix 9: Poster for Concentrated Campaign

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Appendix 10: Ticket for Local Wine Festival

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Appendix 11: Budget

**CONCENTRATED EDUCATIONAL CAMPAIGN**

	<b>Per Unit Cost</b>	<b>Unit required</b>	<b>Cost</b>
Renting SUB	\$500.00	2 days	\$1,000.00
Renting Sub Ballroom			
Renting Fee	\$595.00	1 day	\$595.00
Security Fee	\$20.00	6 hours	\$120.00
Food Week Poster	\$0.86	100	\$86.00
Raffle Tickets	\$5.00	1 roll	\$5.00
Tickets			
File opening fee	\$1.00	1	\$1.00
Print (6/page, 204 total)	\$0.65	34 pages	\$22.10
Feedback Form			
File opening fee	\$1.00	1	\$1.00
Print (4/page, 200 total)	\$0.08	50 pages	\$4.00
Wine (\$10-12/bottle)	\$11.00	100 bottles	\$1,100.00
Wine Glass Rental	\$0.38	216 glasses	\$81.00
Coordinator	\$8.50	30 hours	\$255.00
<b>Total Cost</b>			<b>\$3,015.10</b>

\* Proper estimation for cost of food was difficult; hence is not included in this budget

**CONTINUOUS MARKETING CAMPAIGN**

	<b>Per Unit Cost</b>	<b>Unit required</b>	<b>Cost</b>
Eat Thoughtfully, Think Locally Poster	\$0.86	100	\$86.00
Magnets (2"X2")			
Cost	\$0.14	5000	\$700.00
Shipping and handling	\$30.00	1	\$30.00
Pamphlets			
File opening fee	\$1.00	1	\$1.00
Print (2/page double sided)	\$0.65	400 pages	\$260.00
Folding	\$0.02	400 folds	\$8.00
<b>Total Cost</b>			<b>\$1,085.00</b>

Appendix 12: Feedback Form

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CONTACT I  
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FACULTY/M

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