

UBCFSP 2005 Senario 3: Educating the UBC Food Services Workers: Local Food Cookoff

Sabrina Bliem, Alita Chung, Shuk Yee Ida Ho, Maggie Lee, Catherine O'Neill, Lizanne

Steuenberg, Amy Yiu

University of British Columbia

AGSC 450

April 8, 2005

Disclaimer: "UBC SEEDS provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or the SEEDS Coordinator about the current status of the subject matter of a project/report".

UBCFSP 2005

Senario 3: Educating the UBC Food Services Workers



UBC Local Food Cookoff

Agsc 450: Group 9

Sabrina Bliem

Alita Chung

Shuk Yee Ida Ho

Maggie Lee

Catherine O'Neill

Lizanne Steuenberg

Amy Yiu

Outline

| | |
|---|----------------|
| Abstract | Page 1 |
| Introduction | Page 2 |
| Problem Definition | Page 3 |
| Vision Statement and Identification of Value Assumptions | Page 4 |
| Our Educational Campaign | Page 6 |
| Description of Assigned Subsystem | Page 6 |
| Review of the Buy BC Campaign | Page 8 |
| Campaign Goal: Educating the Workers | Page 9 |
| Design of the Campaign | Page 11 |
| Steps of Action Required to Implement the Campaign | Page 13 |
| Budget | Page 16 |
| Conclusion & Recommendations | Page 17 |
| Recommendations for the AGSC 450 class, 2006 spring students | Page 17 |
| Recommendations for UBC Food Services | Page 18 |
| Works Cited | Page 19 |
| Appendix A – Pamphlet: Be a Local Star! Buy and Cook Local | Page 20 |
| Appendix B – Budget Sheet for “Local Food Cookoff” | Page 21 |
| Appendix C – Unit Price and Assumptions | Page 22 |
| Appendix D – Breakdown of Expenses | Page 23 |
| Appendix E – Sample Logo and Poster | Page 24 |
| Appendix F – Contact List | Page 25 |

Abstract

As part of the global food system, the sustainability of the food system at the University of British Columbia campus has been called into question. The UBC Food System Project (UBCFSP) was launched in 2001 in order to assess and improve the sustainability of the UBC food system. In order to aid the movement toward re-localization of the food system on campus, Agricultural Sciences 450 (AGSC 450) students were invited to research various scenarios; the current paper outlines the scenario assigned to Group 9 of the AGSC 450 spring 2005 class. This scenario (#3) involves the design of a campaign to educate UBC food workers on the benefits of buying and selling local foods on campus; in order to narrow the scope of our campaign, we chose to target only those food workers employed through UBC Food Services. This campaign is to be implemented by the AGSC 450 2006 class, and involves two components: the dissemination of a pamphlet to food service workers, and the launching of a “UBC Local Food Cook-off”. This paper includes a discussion of the problem definition, a review of the Vision Statement devised by previous AGSC 450 students, a discussion of the various components of the educational campaign—including a description of the assigned subsystem, a review of the Buy BC Campaign, the campaign goal, the design of the campaign, the steps required for its implementation, and a proposed budget—and various recommendations for key groups, in this case the AGSC 450 2006 class and UBC Food Services. [REDACTED]

Introduction

The UBC Food System Project (UBCFSP) was initiated in order to assess and improve the sustainability of the food system at UBC (Richer, 2004: 5). As part of this project, the AGSC 450 spring 2005 class worked on various scenarios designed to encourage the movement toward sustainability. Our group was assigned scenario 3, in which we had to design an educational campaign to promote awareness of the benefits of re-localization on campus, the target of which is to be the food workers employed through UBC Food Services (UBCFS). This campaign involves two components: 1) the dissemination of a pamphlet to food service workers, outlining the various benefits of buying and selling locally grown and produced foods, and 2) a UBC Local Food Cook-off event which will run over a one-week period; this competition will involve 5 UBCFS food vendors, each of whom will be required to design a menu featuring local food items, to be sold to the general public, and to be assessed by a panel of judges. This campaign is to be launched by the AGSC 450 class of 2006. [REDACTED]

In this paper, we discuss the problem definition, or the issue that inspired the beginnings of the UBCFSP, followed by a summary of our group's discussion of Vision Statement devised by previous colleagues, as well as suggestions for improvement. Then we discuss the various components of the educational campaign, including a description of our assigned subsystem (UBCFS workers), a review of the Buy BC Campaign (which provided much inspiration for our campaign), the goal of the current campaign, the design of the campaign, the steps and ingredients required for its implementation—specifically, by whom the campaign will be administered, the target population, a timeline to guide the AGSC 450 2006 class, the location at which the campaign will be implemented, and the techniques of its dissemination—and a proposed campaign budget. Finally, we offer recommendations for both the AGSC 450 2006 class as well as UBCFS.

Problem Definition

The need for this educational campaign stemmed from a growing realization that the sustainability of the UBC Food System could be significantly improved. The food system at UBC does not operate in isolation, and in fact the present situation on campus reflects current trends occurring on a large-scale worldwide. Specifically, an increased consumer demand for both a large variety of foods, as well as for foods that are available year-round, has resulted in the globalization of the food system, or the creation of a “global vending machine” (Halweil 6). This globalization is problematic for two reasons: First of all, the distance that food must travel before it reaches the consumer’s plate represents a psychological distancing of the consumer from the knowledge of the realities of food production; this results in a disconnection from the source of one’s food, and a loss of caring and responsibility for one’s place in the food system (Kloppenburg, Hendrickson, and Stevenson 2). In addition to this negative psychosocial impact, a global food system has wide-ranging negative effects on the environment, human health, and local economies (Pretty *et al.* 264). Furthermore, globalization results in a loss of local self-reliance and of local variations in agricultural practices and diets (Halweil 6-7).

A proposed solution to this problem is a movement toward re-localization, to reduce the scale of food production and processing in order to lessen the negative impacts of globalization. In order to achieve re-localization on campus, UBC faculty, staff and students must provide their support; this campaign is thus designed to increase awareness among UBCFS workers of the need for re-localization. Our campaign is designed to educate UBCFS staff on the benefits of buying and selling local food products, defined in this campaign as foods originating from within British Columbia. Despite ecological similarities and close proximity, we chose not to include Washington in our definition of local in order to strengthen the local economy and benefit B.C. farmers. Increasing

Scenario 3: Educating the UBCFS Workers

procurement of foods grown in B.C. will have many benefits, such as enhancing the local economy, reducing negative environmental effects, reducing hidden food costs, and enhancing both a sense of community as well as a connection with the local foodshed (Pretty 6-9). Furthermore, providing locally grown foods on campus will enhance both the UBC community's health as well as their satisfaction with their eating experiences, as such foods are fresher and far more nutritious (MacNair 7). Through our campaign to encourage the buying and selling of local food products on campus, we intend to aid the movement toward a sustainable UBC Food System. [REDACTED]

[REDACTED]

Vision Statement and Identification of Value Assumptions

In order to aid the movement toward a sustainable food system at UBC, prior AGSC 450 groups first defined “sustainable,” and created a vision statement comprised of 7 guiding principles, or criteria needed to achieve sustainability on campus (Richer 16-17) [REDACTED]

[REDACTED]. Our group engage in a discussion of these principles, in order to determine the appropriateness of these criteria and the accuracy of this vision. Overall, we felt that this vision is fairly comprehensive, as it attempts to guide the food system toward all three components of sustainability—ecological, social and economic. However, we did feel that some of the principles could be improved upon. Our discussion of each principle is as follows:

Principle 1: Must protect *and* enhance the diversity of the natural ecosystem that supports it. It must preserve the resources needed that can make it function indefinitely. We all agreed with this principle. The ecosystem can be enhanced, for example, by providing fair prices to farmers, as the resulting economic stability will inspire an improvement in farmstead practices. However, some felt that the two sentences could be divided so as to form two different principles, one pertaining to biodiversity, and the other to resource sustainability.

Principle 2: Relies on local inputs when possible, where inputs and waste are recycled and/or composted back into the system in which it originated. We all agreed.

Principle 3: Is a secure system that provides food that is affordable, available, accessible, culturally, ethically and nutritionally appropriate, socially just, safe and resilient. We all agreed with this principle.

Principle 4: Provides for healthy diets that do not compromise the ability of people to feed themselves or others in the present or in the future. Some agreed; others viewed this as redundant with the first principle. Some felt that the first and fourth principles could be joined into one statement, particularly with regards to the latter half of the first principle. Many found this statement difficult to understand, and felt that it could be reworded.

Principle 5: Entices pleasures, and nurtures feelings of commensality around the food table. Some agreed with this principle; however, we felt that this statement could be reworded to say that such a system entices pleasure and commensality when applicable, depending on the food system operation in question (a casual dining restaurant will be better equipped to provide this than a fast-food outlet, for instance). Others disagreed with this principle, and felt that it could be removed from the list, as this is not critical for sustainability, *per se*; pleasure and commensality being extras, and unrealistic at all vendors on campus.

Principle 6: Enhances feelings of community belonging which requires a heightened awareness of every component, from the point of production to end disposal. Some agreed, feeling that heightening awareness will lead to an increased sense of personal responsibility for one's role in the food system. Others felt that this represented an ideal situation, and is not required for a sustainable food system on campus, and that this principle should thus be removed from the list. Some felt that this should include a commitment to food worker education, to actively promoting awareness on campus.

Principle 7: Is based on *long-term financial viability*; contains a mixture of imported and local foods whenever possible; on foods that come from socially and ecologically conscious producers who receive fair prices for their products. Everyone agreed with the first two parts of this statement; however, some felt that “conscious producers” was impossible to regulate (i.e., “conscious” according to *whose* values or criteria?) and a bit too idealistic. Everyone agreed with the need for fair prices, as they create an incentive for sustainable farming practices. We felt that “mixture of imported and local” could be replaced with “a balance of imported and local”, with emphasis on a shift towards local foods. We also felt that there needed to be more emphasis on the food providers than is implied by having this criterion at the end of the list. The vision statement does not focus enough on the *source* of the food sold at UBC; the UBC Food System can only be as sustainable as the means by which the food is produced, and this needs to be emphasized more clearly.

It should be noted that our value assumptions did shape our discussion to a large extent. We come from various educational backgrounds (Animal Studies, Nutritional Sciences, Food Science, Dietetics, and Food Market Analysis), and as a result have varying interests, and place emphasis on different priorities in the quest for sustainability—such as education, farming techniques, economics, family values, sense of community, nutrition and health, environmental health, and animal welfare. Therefore, we were more likely to agree with some principles, and to disagree with others, depending on our specialization and interests. Finally, our various cultural backgrounds also influenced our views; it was noted, for instance, that in order to feel compelled to *eat* locally, you need to *feel* local; so our sense of belonging has a large impact on our beliefs about the UBC Food System, and on our beliefs about the path toward sustainability. [REDACTED]

[REDACTED]

Our Educational Campaign

Description of Assigned Subsystem

Scenario 3: Educating the UBCFS Workers

The sector of the UBC food system our campaign is associated with is comprised of food service workers who may or may not deal with customers directly. There are currently 480 food services workers working full-time or part-time on UBC campus, 320 of which are full-time workers and 160 are student workers. All of these food service workers are unionized under CUPE local 116.

The fact that workers themselves are consumers as well equips them with a fair amount of purchasing power in terms of food commodities while they spend time working at UBC. Those workers who interact with customers also have a fundamental influence on the consumers' food choices. Our campaign targets all food services workers to educate them about the benefits of buying locally produced food products. Our definition of "UBCFS workers" is inclusive of all individuals who work under the UBC Food Services; essentially, our target is the entire population of people receiving wages from UBC Food Services.

Since our campaign is directed towards all of the roles that UBCFS workers have, our goal is not restricted to providing education on what local food products are, but also the benefits of buying and selling locally produced foods. It is our ambition that this campaign will advertise the feasibility and benefits of providing local food and result in more local food being purchased and sold at retail outlets throughout the UBC campus.

We also feel that customer service representatives or "front-line" workers play an important role in influencing consumer choices. These workers have a direct effect on the choices of customers through their verbal interactions and opinions. Front-line food workers act as ambassadors of local foods and can help create an impression of the importance behind choosing local food by delivering the message to consumers. For instance, a hungry UBC student may approach a worker at Trekkers Express and consult the cashier asking, "What is fresh today?" The food worker may courteously reply with recommendations for locally produced fresh green salad, or a specialty drink made with BC grown fruits. As food workers become food consumers when they purchase food for themselves, they

are also part of the consumer population. In this way, food workers have the opportunity to provide an example, allowing others to see what food choices they make. This fact amplifies the significance of educating food workers about the importance of supporting the local food system. [REDACTED]

Review of the Buy BC Campaign

In preparation for our development of an educational campaign on campus, we conducted a review of the “Buy BC” campaign, a food and beverage initiative managed by the BC Agriculture Council, designed to ensure the long-term economic viability of the province’s agriculture industry (BC Agriculture Council). This review provided us with many insights into the potential impacts and challenges inherent in a campaign designed to increase awareness and change behaviour.

Impacts. The Buy BC campaign was designed to encourage consumers to purchase locally grown or produced food products in order to enhance the local economy. Membership in this program is large, with a range of companies and associations from various agricultural sectors represented. Through the use of various logos (Buy BC, BC Product, BC Grown, and BC Made), the program has increased consumer awareness of food grown or produced in BC, and aids in consumer identification of such items in grocery stores. Many of these products—over 5000—are available throughout the province, and in an increasing number of stores (over 200 at present). At this time, consumer recognition of the logo is purported to be over 75%, and the logo has benefited in over \$10 million in media exposure (BC Agriculture Council).

Drawbacks. A downside of this program is that there is no government funding available;

[REDACTED]

thus, a user fee is required by all members in order to cover operation costs. The fee ranges from \$250/year for small companies to up to \$3000/year for large companies. The fee assignment seems

fair, as the cost increases with an increasing number of employees (?); however, the fee may dissuade some smaller companies from joining this program.

Lessons for Our Campaign. The Buy BC Campaign provided us with valuable information with which to design our own campaign on UBC campus. The use of a logo is a powerful tool with which to increase consumer awareness of local products, to enhance product identification, and to practice new purchasing behaviour. Visibility and recognition is key in increasing consumer awareness; the Buy BC logo is clear, simple, and highly visible, and thus is effective in its role. In targeting consumers at shelf level, where most purchasing decisions are made (BC Agriculture Council), the campaign simplifies consumer decision-making, and increases the likelihood of behaviour change. Furthermore, the use of a logo provides an opportunity for program evaluation—consumer acceptance and program impact can be tracked relatively simply, for instance through tallying the number of local products purchased. [REDACTED]

In order for members to use the various Buy BC logos, products must satisfy certain eligibility requirements, such as being 100% grown in BC, or having more than 51% of processing costs originating in BC. The use of such requirements is a clever way to ensure the achievement of program goals; in our campaign, for instance, we could enhance the likelihood of achieving certain goals—such as ensuring that UBCFS members sell a minimum percentage of locally grown products—by making that part of the criteria for program involvement. Furthermore, the Buy BC campaign offers clear incentives for members, such as participation in exclusive promotions; incentives will be critical in ensuring participation by UBCFS members. Finally, the Buy BC Campaign rewards desirable behaviour (i.e., selling local foods) rather than penalizing undesirable behaviour (i.e., selling imported products). This ensures that the members can still make a profit on non-local foods, while encouraging members to increase their stock of local products. Likewise, our

campaign should allow all UBCFS to sell a mix of non-local and local products, while encouraging an increase in the latter.

Campaign Goal: Educating the Workers


Our goal is to educate UBCFS workers on how to achieve a sustainable food system, in accordance with the AGSC 450 “Food Model.” This goal is to be achieved in two ways: through the distribution of pamphlets (Appendix A), and through a local foods competition (See *Design of Campaign* section). Basing the competition on the criteria of sustainability, nutrition, taste, price and consumer response will be an effective way to communicate the importance of each aspect of food sustainability. The education of the workers will encompass ecological, social and economic aspects of sustainability.

Ecological. Incorporating local foods into the UBCFS is important in attaining ecological sustainability. Each phase which food passes through—from planting to growing to processing to retailing—produces a negative side effect (Pretty 6). Therefore shortening the path from the farmer to the consumer has many benefits (Pretty 6); for instance, local foods offer a reduced travel distance, and therefore reduced pollution, as well as increased freshness and reduced need for preservatives (MacNair 9; Pretty 6).

Social. Purchasing fresh local produce when they are in season may also be more nutritious, as the nutrients available vary depending on the season (i.e. asparagus and spinach) (MacNair 9). Providing foods with increased nutritional value will communicate the message of the importance of a healthy diet; specifically, a healthy diet consists of a variety of foods from each food group. Included in our pamphlet is a list of seasonal foods, and a variety of foods from various food groups that can be grown in BC. An additional benefit is that providing foods that satisfy customer demand will link the UBC food system to its community. Support of the local farmers from the UBCFS will also connect the farmer to the community.

Scenario 3: Educating the UBCFS Workers

Economic. Purchasing local foods supports our local farmers and creates more jobs, which is beneficial to BC's economy (Pretty 6). Moreover, introducing fair trade prices to our local farmers will allow the farmers to be economically stable. At the present time, the main challenge for farmers is to be economically viable (MacNair 11); therefore, reducing the number of middlemen workers involved in getting food from the ground to the mouth will allow farmers to gain a larger share of the profit. Providing fair prices for farmers will allow farmers to focus on improving sustainable farming practices, which are beneficial to the environment and to their farms (MacNair 11-12). In addition, providing information to the workers about the price difference between local and non-local foods will make UBC Food Services more aware of the feasibility of providing local foods in their outlets.



Design of the Campaign

The inspiration for our campaign was drawn from the culinary competitiveness of the “Iron Chef” competition. The UBC Local Food Cook-off will set 5 teams to compete against each other based on their skills and creativity in the kitchen. These teams will represent UBC Food Services’ five largest food outlets on campus: Place Vanier, Totem, 99 Chairs, Sage Bistro and Pacific Spirit. Each team will consist of 4 people who will be asked to formulate a special menu entrée based on several criteria. The main principle being that all ingredients used in the dish must originate locally, as defined earlier in this proposal. There are no exceptions to this local food rule, besides the use of seasoning ingredients such as salt and pepper, which will be permitted. Therefore, these decadent dishes can boast to be the product of BC's local food system and be advertised as such to the consumer.

The featured menu items will be in competition with each other over the course of one week. Throughout this time, appointed judges will make their way around to the various venues and sample each team's local dish. As mentioned, there will be several criteria looked at by the judges and each

Scenario 3: Educating the UBCFS Workers

team's local food menu item will be reviewed and compared based on these criteria. Advertising of the special menu item will also be the responsibility of the UBCFS venue and will be considered as a part of the judging criteria (Table 1).

Table 1: Suggested judges of local food menu items, as well as the criteria measured by each judge.

| Judge | Area of Expertise | Specific Criteria | Example | Score |
|-----------------|---|--|--|-----------|
| Alejandro Rojas | Course Instructor, AGSC 450. Land, Food and Community | Sustainability | - The locality of the menu ingredients | Out of 40 |
| Mia Stainsby | Vancouver Sun Newspaper Food Critic | Taste | - Personal judgment on sensory value of meal | Out of 20 |
| Jackie Ehlert | UBCFS Personal Wellness Program Dietician | Nutrition | - Nutritional value of the meal | Out of 20 |
| Jim Vercammen | Food Economics Professor | Price/Affordability | - Price of menu item - Cost of menu item | Out of 10 |
| Andrew Parr | UBCFS Director | Customer Response / Marketing Campaign | - Number of meals sold - Revenue from meals | Out of 10 |

The campaign itself must also be advertised throughout campus and this will be done via classroom announcements made by AGSI 450 students as well as posters strategically placed around campus and at UBCFS venues (Appendix B to D). The announcements will be targeted at large classes throughout campus and occur at the beginning of class with approval of the instructor. A poster will also be used as an overhead image to assist in this short presentation informing students about the UBC Local Food Cook-off.

It is also the goal of this campaign to instill local food awareness and education in all food workers, including those who are not directly involved with the food planning and preparation. This will be accomplished through the provision of pamphlets to the UBCFS outlets which will describe the importance of local food, and what season certain foods are available from BC (Appendix A). These will also serve as useful references to supply the workers with an information base which can be readily conveyed to the customer during the local food competition, as well as in the future.

In addition, UBCFS workers will each be given five “50% off local meal coupons” for each of the five competing venues. This will allow them to sample some of the local food creations for a reduced price. Further education will be supplied to the workers as well as the consumers through an information booth which will rotate daily between the five food outlets, throughout the week-long competition. This booth will have a volunteer representative of the AGSC 450 class who will be able

Scenario 3: Educating the UBCFS Workers

to provide information about the local food system as well as the UBC Local Food Cook-off. In addition, a worker from the UBC farm will assist in managing the booth and represent local food growers. The booth will be equipped with the previously mentioned UBC Local Food Cook-off pamphlets, as well as aprons and buttons adorned with the “UBC Local Food Cook-off” logo for sale.

Of course, competitions tend to boil down to who wins, and this honour goes to the team that receives the most points from the judges, in total. The winning team will receive an impressive “UBC Local Food Champion” trophy to proudly display in their venue as well as a \$400 cash prize to split among the team members. The team that places second will receive a \$200 cash prize. Members of all teams will receive UBC Local Food Cook-off aprons for participating in the event. In the end though, as a participant in the UBC Local Food Cook-off no one loses because the goal is to increase awareness about the importance and feasibility of using local foods, which is a reward for everyone involved.

Steps of Action Required to Implement the Campaign

a) By/with Whom?

UBCFS has initiated steps towards a sustainable food system through supporting local foods. Not only has it committed to increase their purchases of local food products, it has also modified its mission statement by including a “sustainability clause”, partly based on the suggestions of the previous AGSC 450 class (2004 spring group 9). The next crucial step is for UBCFS to communicate its vision and objectives in supporting local food to all its workers. UBC Food Services and AGSC 450 students (2006 spring) will work together in organizing a large-scale educational campaign, which includes a local food Cook-off, designed to increase UBCFS workers’ awareness of the benefits of re-localization of the UBC food system. The target population will be the 480 full-time and part-time food services workers employed by UBCFS, including management and purchasing personnel, supervisors, kitchen staff, and front-line workers.

Scenario 3: Educating the UBCFS Workers

The key to launching a successful campaign is to rally the management and purchasing personnel of UBCFS to fully support the cause; enabling them to play a major and pivotal role in developing food procurement guidelines to support sustainability. Once this is done, they will work towards educating the kitchen staff in selecting and using more local foods while planning menus. Finally, the front line workers, who have direct contact with the customers, will be oriented with the benefits of a sustainable food system and the local foods used in various menu items. They will also be responsible for educating customers in making sustainable food purchase choices.

b) When?:

The spring 2006, AGSCI 450 class will have 5 weeks to implement the campaign and we recommend that all the planning and preparation will be completed in the first two weeks. During the third week the competition will take place, and the fourth and fifth week will be applied towards awarding the prizes, and allowing students to finalize their report and presentation. We have provided a contact list for those people mentioned throughout this paper whom we feel would play a significant role in this campaign (Appendix B)

During the **first week**, as early as possible, the campaign organizers (AGSC 450 students) should contact local food companies and related governmental agencies to secure possible sponsorship and funding for the campaign. Next, they should get in contact with Andrew Parr from UBCFS to arrange for funding of the campaign. The judges for the UBC Local Food Cook-off competition should then be contacted and asked if they are willing/able to judge the competition. A worker from UBC farm, such as Mark Bomford (Program Coordinator for UBC Farm), should then be contacted and asked to help at the information booth to answer questions and provide information about locally produced food. The five largest UBCFS cooking facilities that have been selected to participate in the Cook-off competition then have to be informed about the competition and the rules. The next step would be to print posters, pamphlets, overheads, and 50 % off local meal coupons and

Scenario 3: Educating the UBCFS Workers

order the buttons and aprons. Juliana Campbell can be contacted concerning printing, as she currently fills this role for UBC Food Services. As an example for suppliers, buttons can be sourced from “Listowel”, aprons from “Brymark Brand and Deliver”, and the trophy can be ordered from “Winning Trophies & Engraving Inc.” (Appendix B). During and after the ordering/purchasing of supplies, the budget has to be reviewed to ensure that there are sufficient funds available for this campaign. After the overheads are printed, students should make announcements at the beginning of large classes, with permission of the instructor, to advertise the UBC Local Food Cook-off competition.

During the **second week**, a meeting should be set up with the judges to discuss the judging procedure and criteria. The 50% off meal coupons, buttons, aprons and educational pamphlets should be distributed to all of the 480 UBCFS food workers. The posters should be distributed to the UBCFS venues and also placed strategically around campus (i.e. Student Union Building, main entrances to the various faculty buildings, UBC bus loop). An AGSCI 450 student and a worker from UBC farm have to plan and set up for the information booth that will run throughout the third week, during the competition.

During the **third week** the UBC Local Cook-off competition will take place concurrently at the 5 selected venues and the competition will run for the entire week. During this time, the information booth should rotate daily between the venues. The judges will have to go around to each venue and award points based on the criteria they are judging. At the end of the week they have to combine their points and decide on a winner.

The Monday of the **fourth week** the winning team will be announced and the first and second place teams can be awarded their prizes. If the campaign generated a profit, a Local Food Cook-off Fund should be created at this time (See *Budget* section). The **fifth week** will be allocated towards allowing the AGSC 450 students to finalize their report and/or presentation.

c) Where?:

Scenario 3: Educating the UBCFS Workers

UBC Local Food Cook-off will be conducted concurrently at the five main cooking facilities operated by UBCFS—Place Vanier Residence, Totem Park Residence, Sage Bistro, 99 Chairs and Pacific Spirit Place in the Student Union Building.

d) How?: Techniques of dissemination. As described previously (See “*Design of Campaign*” section).

Budget

Based on our financial budget plan, this Local Food Cook-off event would create a net cost of \$530.70; in other words, it would need a funding of \$530.70 from UBCFS. The revenues take into account any profit gained through apron sales; these aprons would be imprinted with the “Local Food Cookoff” logo (Appendix E). With the assumption of selling 100 aprons, we would be able to generate total revenues of \$1300. Based on the assumed scale (as outlined in the *Design of the Competition* and Appendix C), the total expenses are calculated to be \$1530.70. These expenses include the following: the printing cost of posters, the ‘50% off Local Meal’ coupons for workers, pamphlets, and overheads; the production cost of aprons, buttons, and trophy; as well as cash prizes. The itemized breakdown of these individual costs can be found in Appendix D.

The largest share of the expenses comes from cash prizes totaling 39% (as outlined in the *Design of Campaign*), followed by the production cost of aprons (19%), and the printing cost of pamphlets (18%). The outlets will each be provided with 2 large posters and 8 small posters to promote the event. Extra posters (15 large and 60 small) will be made to be posted around the campus. Five overheads of the poster will be printed for the Land, Food, and Community students to promote the event in various classrooms. Each team is responsible for the selection and purchase of their required food supplies. The expense of the food purchases, and the revenue through the sales of Local Food Cook-off meals are considered to be part of the regular business of the UBCFS.

Scenario 3: Educating the UBCFS Workers

In order to decrease funding requirements (net loss, Appendix A) from UBCFS, we recommend further contact with the local food companies and related governmental agencies to secure possible sponsorship and funding. If the sponsorship and funding exceeds the amount needed to cover the required funding, we recommend to setting up a “Local Food Cook-off Fund”, which will function as a savings account to allow this event to be repeated in the future; this event could thus potentially operate indefinitely in a sustainable manner.

Conclusion & Recommendations

The food workers employed through UBCFS play an important role in the food system at UBC; as both workers and consumers, it is critical that they develop an awareness of the need for re-localization on campus. The campaign outlined above aims to aid the movement toward a sustainable food system on campus, as initiated by the UBC Food Systems Project. By designing this campaign—to be implemented by the students of the Agricultural Sciences 450 class of 2006—we hope to educate food workers on the benefits of using locally grown and produced foods in their menus; this will, we hope, encourage an increase in the number of local food items available at UBC. By being proactive in this manner, UBC can—in its small way—blunt the impact of the global food system, and work toward the larger goal of an ecologically, socially, and economically sustainable food system.

To conclude, we offer various recommendations for both the students of the AGSC 450 2006 class, as well as UBC Food Services:

Recommendations for the AGSC 450 class, 2006 spring students

- Follow the suggested timeline, start the project as early as possible, and actively source for sponsorships (e.g. local food suppliers) to help minimize the cost of implementing the educational campaign

Scenario 3: Educating the UBCFS Workers

- Work closely with UBCFS in planning, organizing and implementing the educational campaign
- Choose and develop a marketing strategy that ensures a good fit between the goals of the educational campaign and the resources and needs of the UBCFS and their workers
- Monitor and evaluate whether the educational campaign has accomplished its goals and resulted in any changes in attitudes, knowledge and practices of the UBCFS workers
- Consider expanding the scope of the competition to involve AMS Food and Beverage Departments

Recommendations for UBC Food Services

- Make a commitment to educate and increase awareness of the benefits of local foods to employees and consumers by incorporating the education program into employee orientation and on-going training sessions
- Consider making this educational campaign an annual event when planning UBCFS budget
- Continue to increase the percentage of local food usage in all UBCFS food outlets
- Explore opportunities for existing partners/suppliers to participate via sponsorship (i.e. apron donations or gift certificates for competition prizes)
- Allocate any profits generated from the educational campaign towards promoting local food products in the future.

Works Cited

- BC Agriculture Council. 2005. The Best Things in Life are BC. 7 March 2005.
<http://www.bcac.bc.ca/buybc>
- Brymark Promotions Inc. 2004. Bottle Apron. 17 March 2005.
<http://brymark.promocan.com/LineNames.htm?CD=2380&ID=19114>
- Halweil, B. Home Grown: The Case for Local Food in a Global Market. Ed. Thomas Prugh. MA: Worldwatch, 2002.
- Kloppenburg, J., J. Hendrickson, and G.W. Stevenson. "Coming In to the Foodshed." Agriculture and Human Values 13.3 (1996):33-42.
- Listowel Trophies. 2005. Custom Buttons. 18 March 2005.
http://www.listoweltrophies.com/catalog.php?f_action=prod_detail&f_product_id=155
- MacNair, E. A Baseline Assessment of Food Security in British Columbia's Capital Region. CR-FAIR, 2004.
- Pretty, J. "Some Benefits and Drawbacks of Local Food Systems." Briefing Note for Sustain AgriFood Network, Nov 2nd. London: AgriFood Network, 2001.
- Pretty, J., C. Brett, D. Gee, R. Hine, C. Mason, J. Morison, M. Rayment, G. Van Der Bijl, T. Dobbs. "Policy and Practice: Policy Challenges and Priorities for Internalizing the Externalities of Modern Agriculture." Journal of Environmental Planning and Management 44.2 (2001):263-283.
- Richer, L. Paths Towards a Just, Sustainable and Food Secure UBC Food System: 2004 UBC Food System Project (UBCFSP) Report. Vancouver: UBC Office of Campus Sustainability, 2004.
- Staples Business Depot. 2005. Copy and Print Centre Price List. 19 March 2005.
http://www.staplescopyandprint.ca/images/price_list.pdf
- Winning Trophies and Engraving Inc. 2002. European All Metal Cups. 18 March 2005.
<http://www.winningtrophies.com/images2/school/cups3.jpg>

Appendix A

Pamphlet

“Be a Local Star! Buy and Cook Local”

Appendix B

Budget Sheet

For

“Local Food Cookoff”

**UBC Food Service
Budget Enterprise for "Local
Food Cook Off"
10-Sep-05**

Revenues:

| | | |
|-------------|----|----------|
| Apron Sales | \$ | 1,000.00 |
|-------------|----|----------|

Total Revenues

\$ 1,000.00

Operational Expenses:

| | | |
|---------------------------------------|----|--------|
| Prizes - Cash | \$ | 600.00 |
| Cost of aprons | \$ | 286.80 |
| Pamphlets | \$ | 275.00 |
| Cost of buttons | \$ | 156.40 |
| Posters | \$ | 137.50 |
| Champion Trophy | \$ | 50.00 |
| Cost of printing "50% off Local Meal" | \$ | 20.00 |
| Coupons | \$ | 5.00 |
| Overheads | \$ | 5.00 |

Total Expenses

\$ 1,530.70

Net Cost

(530.70)

Appendix C

Unit Price and Assumptions

for

Each Revenue and Expense

Appendix D

Breakdown of Expenses

Appendix E

Sample Poster and Logo

For

“Local Food Cookoff”

Appendix F

Contact List

| Last | First | Role | Contact | Alternate Contact |
|-----------|-----------|--|------------|-------------------|
| Parr | Andrew | Director - UBCFS Program | [REDACTED] | |
| Bomford | Mark | Coordinator, UBC Farm | | |
| Rojas | Alejandro | Course Instructor, AGSC 450 Food Critic for Vancouver Sun | | |
| Stainsby | Mia | Newspaper UBCFS Personal Wellness Program | | |
| Ehlert | Jackie | Dietician | | |
| Vercammen | Jim | Food Economics Professor | | |
| Campbell | Juliana | UBCFS Food systems printing | | |

| Company Name | Supplies | Contact |
|-----------------------------------|----------|---|
| Listowel | Buttons | http://listoweltrophies.com/catalog.php?f_action=prod_detail&f_product_id=155 |
| Brymark Brand & Deliver | Aprons | http://brymark.promocan.com/LineNames.htm?CD=2380&ID=19114 |
| Winning Trophies & Engraving Inc. | Trophy | http://www.winningtrophies.com/sport.html |

Note: Inclusion on this list does not indicate that the person has been made aware of this project at this point.

