

**Eat Thoughtfully, Think Sustainability: A Campaign Proposal to Increase Education and  
Awareness of UBC Sustainable Food System**

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*Eat Thoughtfully, Think Sustainability*

**A Campaign Proposal to Increase Education and  
Awareness of UBC Sustainable Food System**

**AGSC 450  
UBC Food System Project  
Scenario 6**

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## **Abstract**

Worldwide consumption is well beyond ecological means. The University of British Columbia as a microcosm provides a good ground for exploration and study. With this in mind, UBC's Food System Project (UBCFSP) is a promising project that aims to increase awareness and educate the UBC community of the benefits of making food systems more sustainable. We created part of an educational campaign aimed towards promoting food system sustainability at UBC and the lower mainland through the Sustainability Fair. We propose the use of a booth combining various facets of sustainability utilizing Apples as the main attractive, a booth with local vendors, a calendar and a website that we have designed. A study of the effectiveness of the calendar was conducted and we recommend the same be done for the website next year. Costing for the campaign was also conducted keeping in mind the financial constraints of the fair and trying to make it sustainable for future years. Further recommendations are included for the AGSC 450 teaching team, the AGSC 450 2008 class.

**Key words:** UBCFSP, educational campaign, sustainable food system, local BC food chain, calendar, website

## **Introduction**

As part of the UBCFSP and scenario six – “Increasing education, awareness, and participation in sustainable food systems” through the UBC Sustainability Fair - we created various promotional and educational tools that will help deliver the important messages of the UBCFSP vision statements (Rojas & Richer, 2007).

By reviewing the publication by the James Hoggan Association, we have learnt that the majority of people do not fully grasp the meaning of “sustainability” (McAllister opinion research, 2006). Through their surveys, the James Hoggan Association concluded that people do not see the connection between sustainability and consumers' food choices. We want to provide tools and resources to help the general public understand the meaning of sustainable food systems and help them make informed

decisions since they play an important role as consumers. Furthermore, we are trying to show a holistic approach to sustainable food systems, which begin with how the food is grown and its eventual destination. The fair's target population is the UBC community; however, our target population is people who would not normally attend the Sustainability Fair, as these people, for the most part, would also be unaware of the impact their food choices have on the sustainability.

Our main objective is to provide the necessary resources for the UBCFSP partners to plan the Sustainability Fair and additional resources in order to make the UBC population, which consists of staff, students and faculty of all backgrounds, understand the impact their choices can have on the environment and their health. We plan to achieve this change by using resources such as a calendar, a website and educational booths at the UBC Sustainability Fair.

### **Problem definition**

In North America, we have many different food products available to us all year round, therefore many of us fail to recognize “where [our] food comes from, how it was produced and where it ends up” (Rojas & Richer, 2007, p.13). Currently, we are consuming resources well beyond our ecological means, therefore expanding our nation's ecological footprint (Flavin & Gardner, 2006). For this reason, we need to raise awareness of this on-going problem and find ways to reduce our use of resources. Educating consumers is a crucial component because many of us only consider the monetary cost of our food and fail to see the hidden, yet vital, external costs such as the environmental, social, economic and nutritional costs. We do not consider the well being of the producers, processors, distributors and even ourselves.

Our current food system is being over powered by what some people call the Productionist paradigm (Lang, 2005). Our food supply chain is focused on increasing quantity and reducing prices; which neglects the well being of our environment and our health. We need to shift our focus from Productionist paradigm to the Ecologically Integrated paradigm. A transition of this magnitude involves

behavioral changes of consumers, such as adjusting to the seasonality of local foods, and to the consideration of proper waste management. Without the consumer drive the food producers will not have any incentive to change the way they are producing food. We must realize that the food industry is driven by consumers' demand giving them the power to make the changes in the system.

### **Evaluation of the Vision Statement**

We feel that the existing (plain language) version of the “Vision Statement for a Sustainable UBC Food System” is a well constructed and understandable concept to help guide the framework in developing a sustainable UBC Food System for the general public. While we believe it would be superior to administer this version, in contrast to the academic version, to the general public, we feel that the simplified plain language version left out a vital idea and goal that was a part of the academic version. This critical idea is the 6<sup>th</sup> guiding principle in the academic version, which clearly acknowledges that everyone has personal responsibilities in our food system – including the consumer (Rojas & Richer, 2007). In the simplified vision statement, more emphasis is placed on the responsibilities of producers and educators to provide awareness about the social and ecological impacts of how our food system is operating. It, however, fails to mention the social and ecological responsibility of the consumers regarding the food choices they make. Therefore, we suggest that in the plain language version vision statement, one should change the 4<sup>th</sup> guideline principle as follows, “Providers and educators promote awareness among consumers about cultivation, processing, ingredients,” *nutrition and personal responsibility* (Rojas & Richer, 2005, p.1).

### **Identification of our Values**

Our main objective in this project is to attempt and incorporate all seven principles through our promotional and educational campaign and resources to be employed at the Sustainability Fair. We understand that it will be difficult to relay the information and influence to such a large community

about all the seven principles; however our main goal is to open the door to the UBC community about how a sustainable food system can be achieved and incorporating the seven principles.

We recognize that in developing our project, it is critical to understand that our values and assumptions influence how we interpret and propose goals for developing a sustainable food system. For instance, since we want to gear our assignment towards the general public that typically does not place much thought to food systems. We assume that, the individual's values are economics (price and convenience) and health, over the impact their food choices have on social welfare and the environment. Therefore, many of our educational campaigns are planned towards providing information about the other important principles that we have assumed are often left out. In doing so, we have related the importance of how these principles interlink with their current values hopefully sparking their interest.

### **Methodology**

For our scenario, our group reviewed the work done by our peers in groups 10, 12, 14, 22, 23, and 24 in the AGSC 450 2006 class. This included reading their papers, discussing the promotional and educational tools that were designed, as well as the recommendations that were put forward. Previous year's groups were focused more on the promotion of local food, whereas this year's groups focused more on the broader topic of sustainability.

We have designed various educational tools, including a calendar, an apple booth and a website as well as explored the prospect of bringing vendors to the fair. The calendar was created by incorporating some of the information and designs which were found in group 24's (AGSC 450-2006) pamphlet. Although we liked the pamphlet, we felt that most people would not keep it or bother reading it and people would be more willing to keep a calendar as it is practical in ones day to day life. . To gauge the public's support for the calendar, and to see whether or not it actually conveys the message of sustainability, we decided to conduct surveys. These surveys were done at the Student Union building by our group members at different days and times, to get an accurate representation of the UBC

population from a variety of faculties. The results of these surveys are discussed below. The website and the apple booth were created because we were trying to produce tools that would provide useful information for consumers to help make food systems sustainable. The website was created and designed by our group using Microsoft publisher and the information that was used in the calendar. The apple booth was designed as a draw to the fair with food tasting and educating people through posters we modified from last years groups and we designed in Microsoft publisher as well. Through communication with other groups we found that no other group had invited vendors but they had invited presenters so we decided to utilize their information and only invite potential vendors to the fair.

### **Findings and Discussion**

As declared above, the target population of the Sustainability Fair is the UBC staff, students and faculty. The main goal of this educational campaign is to increase the awareness of the target population on how to achieve a sustainable food system on campus as well as providing them with tools to make their transition easier. By reviewing previous papers, our group has designed eye-catching promotional and educational tools that will clearly express our main message to the targeted population and encourage change. Also, easily accessible information sources have been provided to reach a larger population outside of the UBC campus.

### ***General information:***

We approached the project in four steps; firstly, through research we concluded that the term “sustainability” needs to be defined for the population. Different surveys, including the ones that we distributed, have shown that most people do not have a strong grasp of the concept of sustainability. In fact, a McAllister opinion poll showed that only three out of ten Canadians have an idea of what the word truly means (McAllister, 2006). As a group, we define sustainability as a concept that reflects society’s obligation to protect the health, diversity, and productivity of our environment, as well our



local economy, for current and future generations.

Secondly, a logo and slogan were chosen to represent our campaign for the Sustainability Fair, both of which were derived from last year's group 24. Our requisites for the slogan and logo were to clearly convey the message of a sustainable food system through them as well as being easily noticeable, and memorable. Scenario 6 students decided to modify the slogan also from last year's group 24 of "Eat thoughtfully, Think Locally", to "Eat thoughtfully, Think Sustainability". We felt that the old slogan did not fully convey the message of a sustainable food system and instead placed the focus on local foods. This new, slightly altered slogan now clearly explains how important food choices are and how they affect sustainability.

We then created our promotional tools and communicated with other groups to avoid overlapping. All of the groups started off by electing a foreign affairs minister who would be responsible for inter-group communications. However, we found that this was difficult to accomplish as most of our peers seemed reluctant to share their ideas and work on Webct. For this reason, we had two of our group members go from group to group to find out what promotional and educational tools other groups were implementing. Through this communication we asked other groups to add a website link to their promotional tools. Furthermore, we decided not to create any games or promotional posters for the fair since other groups were doing this. After and during the creation of our promotional tools we also did costing for all of it which is provided below.

#### Educational / Promotional tools:

Four posters were designed that are simple but effective tools in conveying the overall message of a sustainable food system. They can also provide information year round if after the fair they are posted around campus for all to read. These posters will be incorporated into our main educational apple booth.

We also designed a website that we feel is well laid out and easy to navigate. This website will be an essential resource in the ongoing campaign for a sustainable food system and it can be also used

year round, presenting the public with invaluable information on sustainability, and how their everyday choices can be geared toward it.

In addition to the tools mentioned above, we have designed a calendar in place of a pamphlet. This calendar will provide seasonal and local food information and recipes for seasonal foods. The main goal of our campaign is to demonstrate to the public that eating locally and thinking about sustainability on a daily basis can be easily achieved.

***Calendar:***

This year we have chosen to develop a desk-top calendar that contains basic information of how consumers can be part of a sustainable food system. Please refer to the enclosed CD for an electronic version of our desk-top calendar, or see appendix 1. The calendar is an incentive for the public, because of its utility. From the survey we conducted 59 out of the 70 people (84%) we questioned, stated that the calendar we designed appealed to them more than the pamphlet that was designed by last year's group 24. Many of the people we questioned commented that they found the calendar to be useful and therefore they would most likely keep it. Also, since the fair will be taking place in the fall, near the end of the year, people will be looking for calendars for the upcoming year. In addition, 65 out of the 70 people (93%) we questioned stated that the calendar conveyed a stronger message about sustainability for our local community than the pamphlet.

However, the calendar has a drawback: the expense of creating them. On average if we produce 1000 copies they would cost \$1.55 each, a high cost that could cut into the fair's budget. However, from our survey 49 out of 70 people (70%) that we questioned, said they were willing to pay a small fee ranging from \$1 to \$4 dollars for the calendar - making note that any net profits would be forwarded to next year's fair. Thus we have decided that to obtain a calendar, a minimum donation of \$2.00 will be required per calendar, and once all of the costs are covered, the remaining profits will be forwarded to the development of the 2008 Sustainability Fair. It must be noted that our questionnaire was distributed to the general public, and at the Fair, people attending might be more inclined to donate more money for

the calendar if they know that it will help fund the 2008 Fair – thus generating a greater return on the calendar.

The calendar contains a clear definition of sustainability and relates it to the importance of buying local food in creating sustainable food systems. In addition, the calendar illustrates different seasonal foods, where to purchase local foods, and it includes resources for local farmer's markets. There will also be a section on the nutritional component looking at fresh versus processed foods and local versus imported foods. Sustainable methods of waste disposal including composting are also outlined in the calendar. Overall the calendar has been created to provide the tools for, and simultaneously paint a picture of, a sustainable food system.

***Website:***

We have decided to utilize computers and the internet as another major tool for both promoting the Sustainability Fair and food systems sustainability. The idea of the website is to promote sustainability all year long by providing and building upon the information we have included in the calendar. Furthermore, the website aims to not only inform the public about sustainable food systems but to teach them how it can be fun, tasty and most of all easy. In the Omnivore's Dilemma, Michael Pollan mentions that the major attraction of the current unsustainable food system is convenience for the public (Pollan, 2006). We intend to show people that it is possible to have a food system that is convenient, but also sustainable, at the same time.

As you can view in the attached CD, the website has been divided into various sections that break down the food system into segments. These segments represent the production, processing, distribution and waste management of food and food related products. On the website we will explain how each part of the food system can be made sustainable with small steps taken from consumers. For example: the production section intends to show people how easy, fun and tasty canning, pickling and cooking local food is, by providing recipes and guidelines on how to do these.

The website is a good tool for promoting sustainability because it makes use of mass media and the fast growth of the internet (Odlyzko, 2001). The website takes full advantage of the internet as a medium of communication and promotion since it informs and educates people about sustainability and its benefits while at the same time promoting the fair and its participants. One concession that had to be made when designing the website was that there is no direct hands on demonstrations. However, once the website has sparked interest in the public, the hands on approach will be self directed by the person themselves, with the aid of the website.

### ***Apple Booth:***

For the purposes of our educational campaign, we have designed a booth, combining the ideas of food that is grown in a sustainable manner. For this purpose we will have posters depicting the effect of food miles on the environment, and nutritional properties of imported versus local foods. We have incorporated waste management into the campaign, as well as addressing the benefits of buying food from local farmers, both of which are important factors in the overall sustainability of a food system. We want to make a point to the people attending the fair that it is more environmentally sustainable to buy locally as this reduces the amount of transport needed to get the food to stores, as well as the benefits of diverting food from landfills.

### **Apple Tasting:**

The main draw of this booth will be the apple tasting. Here we will have a comparison of two different apples, one that is imported and one that is grown locally. With both we will display the cost at the grocery store and the unseen external costs to the environment and society, including the unseen costs that the farmers face due to the competition from cheaper imported food. The manner by which the food is grown, marketed, transported, and eventually discarded has a major effect on the sustainability of the environment. An educational poster was also designed to summarize the most important differences of both apples (appendix 2).

### **Nutrition:**

We feel that it is important to include a nutritional component to the booth in the way of a poster, as this is fast becoming a large consideration for consumers when they purchase food. It is also of interest to our group as many are in nutrition related degree programs. In our poster we intend to inform our audience of the fact that local foods preserve nutrients better than food that has traveled hundreds or even thousands of miles (LGII, 2002). We decided not to talk about organic food since it may have political connotations and because research showed that is unclear, what consumers perceive to be the truth, that organic produce is more nutritious than conventionally grown crops (NCBI, 2001). This information was included, as well as facts on the nutrient losses and benefits on food processing (see appendix 3). This poster will be displayed at the back of the booth behind the apples that are being tasted. Or if there is room, it can be set beside the apples on the table itself.

#### Food miles:

As stated earlier, the main draw of the apple booth is apple tasting. The purpose is to compare the true cost of an apple, whether it's local or imported. Food miles for each apple are examined showing the external costs of the apples. A food mile is the distance that any food travels to get from the field to the plate. The more food miles that are attached to a given food, the less environmentally sustainable and the less desirable that food is (Srinivas, 2005). Food miles and transportation of food play an important role in the sustainability of food systems. In Canada, this information is of great importance since food travels an average of 2,400 km before it reaches our tables, which is 22% higher than it was 20 years ago making our food system very unsustainable(Srinivas, 2005). We intend to show the real costs of food, which are often hidden when we make our purchases, depicting the amount of food miles associated with local and imported foods (see appendix 4). With this aid, we feel that the public will be more conscious of the unseen external costs, beyond just what they pay at the grocery stores.

#### Waste Management:

Recycling and garbage disposal make up an important element of a food system and for this reason have been included in our apple booth. Through an educational poster that we designed, we compare the effects of composting versus landfill disposal of the apple, and assess the sustainability of each. This will demonstrate the importance of sustainable waste management methods, and the difference that a person can make with the way they handle their garbage.

Composting offers many benefits, including resource efficiency, regeneration of poor soils, reduction in fertilizer and pesticide use, which can lead to local waterway contamination, a decrease in the amount of garbage going to landfills and incinerators, and an overall reduction of air pollution and greenhouse gas emissions that contribute to global climate change (Greater Vancouver Regional District, 2004). Therefore, in our booth, we show that apple remains can be composted to provide nutrients used to grow more crops, in an environmentally sustainable manner (see appendix 5).

UBC has its own In-vessel Composting Facility on campus in order to reach its goal of creating a sustainable campus (UBCWCM). Of the 12 tones of waste that UBC produces everyday, 35% can be composted (WasteFree UBC). The Cache Creek Landfill, located approximately 330 kilometers northeast of Greater Vancouver, plays an essential role in the Greater Vancouver Regional District's integrated waste management (Greater Vancouver Regional District, 2004). Composting on campus reduces the amount of fossil fuels used, and thus the amount of carbon dioxide and nitrous oxides produced, as well as a reduction in the amount of landfill gases emitted, all of which contribute to the global climate change kilogram of CO<sub>2</sub> in a landfill (Greater Vancouver Regional District, 2004). By informing the public about this, our hope is that the public will understand the importance of waste management in creating a sustainable food system.

#### Food Dollar:

We want to teach people that buying locally is not just better for the environment, but also for the economy and our society. By buying imported foods, the food grower gets a small share of the consumers' food dollar. Just 21 cents of every dollar goes to the farmer, while the remaining 79 cents

goes towards packaging, transporting, advertising, and labour costs associated with getting the food to the grocery store (CIAS). We intend to show people that purchasing cheap food is not always beneficial for them since money does not re enter the local economy affecting it and often farmer are left with no choice but to increase production farming more land, more intensively, leading to detrimental effects to the environment (CIAS). This information is shown on the local versus imported food poster as we felt that it both topics were connected (appendix 4).

***Vendors:***

Since we intend to aid local farmers and show people the benefits of helping the local economy. We wanted to show consumers the benefits of local foods, including freshness, affordability and availability; by inviting local farmers and asking them to sell their produce at the fair. Through the “Your Local Farmers Market Society” website, we obtained contact information for local producers and organized it in a table format (see Appendix 6) (Your Local Farmers Market Society). Out of the twenty companies we contacted by e-mail, only three responded and two of them, Klippers Organic Acres and The Fruit Guy, were interested in participating in the fair. Although we only received two responses, we felt they are sufficient for the Sustainability Fair as there is limited space for more vendors at the location. Also, we do not want vendors that we have invited to feel as though they need to compete with other vendors’ prices to attract customers.

We were also interested in inviting different organizations to participate in the UBC Sustainability Fair. Our plan was to invite UBC Farm, Sprouts, UBC SEEDS and Buy BC to the fair to talk about their organizations and the current food market. We were informed by group 30 that they had also composed a list of organizations they wished to invite to the fair; therefore, to avoid overlap and harassing the organizations we agreed that they would invite these organizations.

***Cost:***

Our promotional campaign has three main costs, the calendar, the posters and the website. We have estimated a total cost of \$1.55 per calendar for 1000 calendar (\$1550 in total). We feel that an

order of 1000 calendars is sufficient; and we did not want to order less, as when fewer calendars are purchased, the cost increases. Any calendars that are not sold at the Fair can then be sold through the website or at the SUB or maybe Agora. By selling the calendars at a \$2.00 minimum donation, we will be able to cover the cost of printing them, as well as the costs of the posters and the website. We will also be able to increase the budget for the following year's Fair, making it more economically sustainable.

As with the calendars, the cost of printing the posters varies depending on how many are printed. Printing one poster ranges from \$14.99 to \$29.99 at Staples. We think purchasing the posters at \$14.99 is a good option since two copies of the four posters can be printed at a good size (18" x 24") and will cost \$119.92 (Staples). This cost can be easily covered by the profit from the calendar.

The website cost we determined was \$83.40 per year for the website hosting and \$20.00 for the domain which comes to a total of \$103.40 per year through the company Domain.com. This company offers two, five and ten year contracts. We recommend signing a two year contact and treat the first two years as a trial period. In the recommendation section we have included more publication options that we did not have time to pursue.

The total cost of our promotional campaign is \$1773.02 plus applicable taxes. This cost may seem quite large at first but it is a sustainable cost. Only the calendar and the posters costs of \$1669.92 rely on this year's Fair budget to cover initial costs, since we believe a study of the website should be completed before being published. The 2008 calendar profits will be able to fund the publication of a 2009 "Eat thoughtfully, Think Sustainability" calendar, and other costs associated with the 2008 Sustainability Fair.

## **Recommendations**

*For UBCFSP teaching team (Liska Richer and team):*



Our first recommendation for the UBCFSP leaders is to print and distribute our “Eat Thoughtfully, Think Sustainability” desk-top calendar. As reported above, we have demonstrated that 84% of our randomly selected population supports the production of our calendar, and that 70% of the same is willing to pay \$1 to \$4 for the calendar. Thus, we recommend using part of the Sustainability Fair’s budget to produce 1000 copies of the calendar. If more or less calendars are desired, a detailed list of costs is shown in the appendix (appendix 7). We are recommending a \$2.00 minimum donation for the sale of the calendar, while advertising that all net profits will be used for the development of the 2008 UBC Sustainability Fair and cover costs of this year’s fair. We recognize the large financial commitment of ordering this product, however we believe that it will not only meet the initial start-up cost, but may generate net profits for the 2008 Sustainability Fair.

A local company, Printplicity, is able to generate these 4.75" x 5.5" desktop calendars. Just send the provided pictures and text in jpeg format (located on the enclosed CD) to their company and they will generate the calendar for you in the format you request. The order may be placed through their website: <http://www.printplicity.com/index.html> or by phone at (604) 639-PRINT (7746). We have provided, in table form, the dates that the order should be placed, and the corresponding dates that the calendars will be ready by (appendix 8).

We would also like to suggest to the UBCFSP leaders, Liska and team, to incorporate our proposals for the apple booth and local vendors' booths. These booths are a vital contribution to the Sustainability Fair since they will attract people and will help convey a clear message of sustainable food systems. The 2008 AGSC 100 class would be a good source of volunteers for setting up and operating the booths. Finally, we would like to advise that a copy of our CD with our 2008 desk-top calendar and our website be made available for the future classes of AGSC 450, so they can further develop these educational tools.

*For AGSC 450 2008 class:*

Firstly, we recommend that the AGSC 450 2008 class conduct focus groups regarding our proposed “UBC’s Sustainable Food System Initiative” website, in order to make any necessary revisions, and to publish the site on the web. Though we have designed this website, we have not conducted any pre-testing; therefore, we recommend that the AGSC 450 2008 class conduct a few focus groups including the general public, representatives from the sustainability office and UBCFSP partners to gauge the effectiveness and overall impact of the website. We suggest that next year’s students make necessary changes to the website based on feedback from the focus groups, and once a revised copy is created to publish it.

For posting the website, we recommend students communicate with partners of the UBSFSP, more specifically UBC and the UBS sustainability office, and ask whether they would be willing to post the Fair’s website under their domain - which we were unable to do due to time constraints. Please note that if this is done, the URL we proposed will most likely have to change but the costs may be covered by the partner or minimized. If this doesn’t work the website could be published through “Domain.com” which will cost \$103.00 per year (please see [www.domain.com/pricing/](http://www.domain.com/pricing/) for more details).

We also recommend that the AGSC 450 2008 class evaluate the success (amount of sales and profits generated) of the distribution of the 2008 desk top calendar if implemented. Regardless of whether or not the 2008 calendar sales were successful, revisions can be made to take it from a 2008 to 2009 “Eat Thoughtfully, Think Sustainability” desk top calendar. Some suggested revisions include: replacing the old recipes with new ones; promoting Canada’s new “SeaChoice” Guide (please see: [www.seachoice.org](http://www.seachoice.org)); adding names of restaurants that serve local foods; and providing some additional useful website links and resources.

Further, we suggest evaluating the effectiveness of all planned educational tools and projects which have been conducted by our AGSC 450 2007 class: identify the successes, failures, and challenges that occurred at the 2007 Sustainability Fair. This information might be difficult to obtain, but we strongly encourage AGSC 450 2008 students to seek out as much information as possible,

through contacts such as the presenters at the fair and Liska Richer. We suggest that a development questionnaire be developed and distributed at the 2007, if possible, or the 2008 Sustainability Fair. The questionnaire should include, but not limited to asking attending students and faculty to evaluate the fair in general, specific programs that were implemented, educational tools and overall opinions regarding the fair.

We would also like to see some attention paid towards advertising the Sustainability Fair. While we have started with the development of the website, group 30 proposed posting advertisements in the UBC agenda, and the previous AGSC 450 class of 2006 having developed wonderful promotional posters, we want to stress the need for more advertisement campaigns. We believe that advertisements on the UBC radio station or on UBC TV would be very beneficial to the promotion and success of the UBC Sustainability Fair.

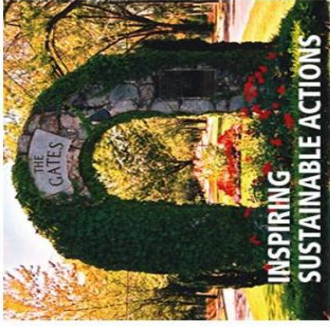
Lastly we highly recommend that the AGSC 450 2008 class in the Sustainability Fair scenario collaborate among their fellow groups. We suggest having a large discussion among all of the groups in the scenario about your visions for the Fair, and then divide specific tasks among the various groups. As the project develops, contact should be kept with other groups to avoid overlapping. We recommend that all groups use the same logo, slogan, and colour scheme on any promotional and educational tools, as this will make implementation easier and smoother. We believe the success of this project is dependent on you working with your fellow group members and the other groups in the scenario.

## **Conclusion**

For the purposes of this project, our group focused more on the wider concept of sustainable food systems, rather than just local food. Our goal was to inform and teach the public that it is not inconceivable to be part of a sustainable food system, and that in fact it can be easily accomplished. In

combination with our posters, booth, calendar, and website, we have taken part in creating a well thought-out, and thus highly effective promotional and educational campaign for the UBC Sustainability Fair. Even though at times we found this project to be quite challenging, we found that we were motivated by the fact that this was not just an academic exercise, but that it was something that may be implemented and made a reality.

**2008 CALENDAR**  
Supporting Local Sustainability  
[www.sustainablefood.ubc.ca](http://www.sustainablefood.ubc.ca)



**What is Sustainability?**  
It's a concept that reflects an agreement that we have an obligation to protect the health, diversity, and productivity of our environment for our current and future generations.

**Why buy Local Food?**

By choosing locally grown and processed goods, we're choosing to strengthen the local economy, and decrease environmental degradation, while consuming fresher, more nutritious foods.

**JANUARY 2007**

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



**Reasons to buy local:**

The average distance traveled by each item of food, from farm to plate, is 2500 km (about the distance from Vancouver to Florida), and is held up by many packing, processing, and storage pit stops along the way. Also, local produce is of a higher quality as it stays on the plant longer, maximizing its nutrient content, appearance and texture, and of course, taste.

**FEBRUARY 2008**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	



**What's in Spring?**

Asparagus, beans, beets, broccoli, carrots, cauliflower, chicken, cucumbers, currents, eggs, garlic, halibut, herbs, lettuce, potatoes, rhubarb, salmon, spinach, squash, strawberries, tomatoes

**MARCH 2007**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
			Start of spring			
25	26	27	28	29	30	31





**How/Where to buy local @ UBC**

- Local Apple @ UBC Food Service Outlets
- UBC Farm Market (Jun 3—Oct 7)
- Sprouts
- Sage Bistro

**How/Where to buy Local**

- Look for the buy BC Logo on products and produce
- Look for the BC leaf on BC tree fruits
- Buy produce from Farmers Markets



**APRIL 2008**

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



**SPRING POTATO SALAD (SPRING RECIPE)**



**Ingredients:**

- 2 lb. small red or white potatoes
- 3 doves garlic, minced
- 1/4 cup fresh lemon juice
- 1 tsp of salt
- 1 tsp of fresh black pepper
- 1 tsp of turbin
- 1/2 cup of sugar
- 1/2 tsp cayenne pepper
- 1/2 tsp paprika
- 1/2 cup olive oil
- 1/3 cup of fresh chopped parsley
- 1/4 cup fresh chopped cilantro
- 2 cups canned or jarred artichoke hearts, drained and quartered
- 1 cup of black, pitted kalamata olives
- 2 x large ribs celery, diced small
- 4 x pickled small gherkins, chopped fine

**DIRECTIONS:**

Place the potatoes in a large uncovered pot of boiling salted water. Let potatoes boil for 5 minutes. Reduce heat to low and cover pot with lid. Continue to cook potatoes until tender (approximately 10 minutes).  
 Strain potatoes in a colander. Run potatoes under cold water. When the potatoes are cooled, slice in halves. Place in a large bowl. Combine the potatoes with the parsley, cilantro, artichoke hearts, black-pitted olives, chopped gherkins and celery ribs. Place garlic in a food processor and puree. Add the lemon juice, salt, pepper, turbin, cayenne and paprika. Blend in food processor. Slowly add the olive oil, processing until the dressing is emulsified. Mix the dressing with the potatoes and refrigerate 30 minutes to infuse flavors.

**MAY 2008**

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



**What's in Summer?**

- Apples, beans, beets, blueberries, broccoli, cabbage, carrots, cauliflower, cherries, chicken, corn, cucumbers, eggs, figs, garlic, halibut, hazelnut, herbs, honey, lettuce, onions, peaches, pears, plums, potatoes, raspberries, salmon, squash, strawberries, tomatoes

**JUNE 2008**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
					Stat of summer	
22	23	24	25	26	27	28
29	30					



**Links for More Information:**

- Farm Folk/City Folk:** [www.fffcl.bc.ca](http://www.fffcl.bc.ca)  
A non-profit society that wants people to eat local, fresh, seasonal foods, grown using farm practices that contribute to the health of the planet.
- Farmers Market Society:** [www.ealocal.org](http://www.ealocal.org)  
Provides a list of locations, dates and times of local (Vancouver) farmers markets.
- Small Potatoes Urban Delivery:** [www.sprouts.ca](http://www.sprouts.ca)  
A locally based internet home grocery delivery company.
- Slow Food Vancouver:** [www.slowfoodvancouver.ca](http://www.slowfoodvancouver.ca)  
Consists of a group of amateurs and professionals who are interested in experiencing the pleasures of good food and drink, but also preserving them through public awareness.
- Sprouts:** [www.ams.ubc.ca/clubs/mfc](http://www.ams.ubc.ca/clubs/mfc)  
A UBC Natural Food Coop that provides affordable, locally produced, organic and fair trade items to the UBC community. They are located on the lower level of the Student Union Building.

**JULY 2008**

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		





## What to do with my leftovers?

**35%** of UBC's waste is made of compostable materials, which can be used to make valuable soil and great fertilizers instead of ending up in the landfill.

### What is compost?

Compost is organic waste that is made from the decomposition of food or plant sources by worms and other organisms. The decomposed organic material is a soil-like, rich in minerals and nutrients, and can be used in gardens. For more information on UBC compost visit <http://www.recycle.ubc.ca/compost.htm>

### What is compostable?

Cooked food waste, meat and their bones, dairy products, grains, bread, pasta, paper towels and napkins, paper cups and plates, raw fruit and vegetable scraps, tea bags, egg shells, grass, leaves, plant clippings, hay and straw.



## AUGUST 2008

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

 Organization



### What's in Fall?

Apples, beets, broccoli, cabbage, carrots, cauliflower, chicken, corn, cranberries, cucumbers, onions, pears, potatoes, pumpkins, squash, strawberries, tomatoes

## SEPTEMBER 2008

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
	Start of Fall					
28	29	30				

 Organization



## How to create a Waste Free Community (i.e. UBC)?

**WasteFree UBC** is an initiative started by environmentally concerned departments on campus, whose main goal is to reduce the waste produced by UBC community. For more information on UBC waste management please visit: <http://www.recycle.ubc.ca/index.htm>



### What can WE do?

**Recycle** – A wide range of items, including the common paper, juice boxes can be recycled. Specially items including batteries, computers and light bulbs can be recycled.

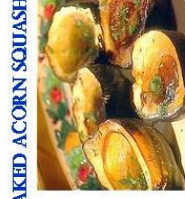
**Reuse** – Bring your own reusable container or mug and you can receive \$0.15 discount at most campus food outlets. That's a lot of \$\$\$ at the end of the year.

**Compost** – 35% of UBC's waste is made of compostable material that can be made into great valuable fertilizer and soil for our gardens.

## OCTOBER 2008

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

 Organization



## BAKED ACORN SQUASH WITH MUSTARD AND HONEY

(WINTER RECIPE)

### DIRECTIONS:

Preheat the oven to 375 degrees F. Set the squash on its side and, with a large knife, cut in half vertically. Trim a piece off the bottom of each squash half so they will lie flat in the pan. Scrape out the seeds and stringy membranes with a large spoon. Place cavity side up in a large roasting pan.

**Ingredients:**  
3 acorn squash, about 1 1/2 pounds each, stems cut off  
6 tablespoons unsalted butter, softened  
2 tablespoons Dijon mustard  
6 tablespoons honey  
Kosher salt and freshly ground black pepper

Mix the butter, mustard, and honey in a small bowl until blended. Fill each squash cavity with 2 tablespoons of the butter mixture. Season with salt and pepper. Bake until the squash is very tender, 1 to 1 1/2 hours.

## NOVEMBER 2008

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

 Organization

### What's in Winter?

Apples, beets, cabbage,  
carrots, cauliflower,  
chicken, eggs, garlic,  
honey, kiwi fruit, onions,  
potatoes, squash,  
tomatoes



### DECEMBER 2008

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
<small>Start of Winter</small>	28	29	30	31		

 Organization







Eat Thoughtfully,  
Think Sustainability

# Eat Thoughtfully Buy Locally

## BC Apples



- Fresher
- Better for the environment
- Farmers get larger shares of consumers' food dollars

## DID YOU KNOW?

The average North American meal travels 1,500 miles to get from the farm to the plate!!

## Imported Apples



- Harmful to the environment
- Reduced freshness
- Less security
- Lose our sense of seasonality
- Higher transport cost

1 kg of locally used, consumed, or produced apples saves 2038km in transportation and 295g of greenhouse gas emissions.

For more information, please visit:  
[www.sustainablefood.ubc.ca](http://www.sustainablefood.ubc.ca)

# DID YOU KNOW

- FRESH LOCAL PRODUCE RETAIN THEIR NUTRIENTS BETTER THAN IMPORTED FOOD



- FOOD MAY BE PRESERVED BY CANNING OR FREEZING
- HOWEVER, HEAVY FOOD PRODUCTION DESTROYS NUTRIENTS
- RAW FRUITS AND VEGETABLES HELP TO LOWER THE RISK OF SOME CANCERS



Eat Thoughtfully,  
Think Sustainability

For more information, please visit:  
[www.sustainablefood.ubc.ca](http://www.sustainablefood.ubc.ca)

# DID YOU KNOW

YOU CAN CUT TRANSPORTATION COSTS BY BUYING LOCALLY GROWN FOOD?

## LOCAL FOOD



- Traveled for 400 km
- Minimal vitamin & minerals loss
- Reduced need for preservatives
- Reduced Pollution

## IMPORTED FOOD



- Traveled for 2500km
- May have lost its **FRESHNESS**
- Pesticides needed
- Needed for preservatives
- **CAUSES POLLUTIONS!!!**



Eat Thoughtfully,  
Think Sustainability

For more information, please visit:  
[www.sustainablefood.ubc.ca](http://www.sustainablefood.ubc.ca)

# Why Compost?

## COMPOSTING



- Reduce the amount of garbage going to our landfills and incinerator
- Decrease air pollution and greenhouse gas emissions that contribute to global climate change
- Diminish the use of fertilizers and pesticides which can lead to runoff and contamination of local waterways
- Helps soil retain moisture, reducing the need to water



Eat Thoughtfully,  
Think Sustainability

## DISPOSAL



- More than 40% of what we send to the landfill is organic waste which can be composted
- Transportation of waste uses fossil fuels, producing landfill gases that contribute to the global climate change
- Receives up to 500,00 tonnes of municipal solid waster per year

For more information, please visit:  
[www.sustainablefood.ubc.ca](http://www.sustainablefood.ubc.ca)

Appendix 6: List of farmers contacted by e-mail

Company	Name	Phone number	E-mail/ Website	Response
<b>Albert's Herbs and Nursery</b>	Albert Balabanov			No reply
<b>Ambercott Acres</b>	James Duperron & Kaaaly Levan			No reply
<b>Apple Lane Orchards</b>	Rod McNabb & Vlasta Ulovec			No reply
<b>Beckmann Berry Farm</b>	Claus & Hella Beckmann			No reply
<b>Glen Valley Artichoke Farm</b>	John & Donna Plough			No reply
<b>Golden West Farms</b>	Alan Fisher			No reply
<b>Greenhill Acres</b>	Georges & Janice Uebelhardt			No reply
<b>Helmer's Organic Farm</b>	Doug & Jeannette Helmer			No reply
<b>Hill Top Farm</b>	Jetander Tung			No reply
<b>Hoo Doo Ranch</b>	David Nelson			No reply
<b>Klippers Organic Acres</b>	Kevin & Annamarie Klippenstein			Yes
<b>Langley Organic Growers Ass.</b>	Susan Davidson, Sharmin Gamiet and Fred Reid			No
<b>Osprey Orchard and Vineyard</b>	Lee & Ian Mounsey			No reply
<b>Planting Seeds Project</b>	Mojave Kaplan & William Hayward			No reply
<b>Poplar Grove Arbour</b>	Peter & Elizabeth Andres			No reply
<b>Ritson Family Orchards</b>	Craig & Ingrid Ritson, Brett Ritson, Mike Hurd			No reply
<b>Sapo Bravo</b>	Gabriel Fernandez and Katie Brown			No reply
<b>Specialty Mushroom Growers Co-op</b>	Peter Graystone			No reply
<b>The Fruit Guy</b>	Michael Welsh			Yes
<b>Yarrow Eco-Village Farm</b>	Michael & Suzanne Hale			No reply

Appendix 7: Product pricing for 4.75" x 5.5" desktop calendar through Printplicity.

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300	CAD \$3.90 ea.
500	CAD \$2.55 ea.
1,000	CAD \$1.55 ea
2,000	CAD \$1.05 ea
3,000	CAD \$0.88 ea
4,000	CAD \$0.80 ea
5,000	CAD \$0.75 ea

Appendix 8: Dates for ordering posters

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Order Placed	Order Ready
Before September 19th	October 3rd
Sept.20th - Oct. 3rd	October 17th
Oct.4th - Oct.17th	October 31st
Oct.18st - Oct. 31st	November 14th
Oct.31st -Nov.14th	November 28th
Nov.14th - Nov.28th	December 8th
Nov.28th - Dec.5th	December 15th
Dec.6th - Dec.12th	December 22th

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