

UBC Social Ecological Economic Development Studies (SEEDS) Student Report

Increasing Education, Awareness, and Participation in Sustainable Food Systems

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AGSC 450
UBC Food System Project 2007
Scenario 6

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Abstract

Our AGSC 450 group has created a food component for the 2007 UBC Sustainability Fair. We followed the guidelines created by the UBC Food System Project (UBCFSP) with the intention of helping UBC continue transitioning towards a more sustainable food system. Recognizing the connection between the UBCFSP and the greater global food system, we focused our energies in two specific directions. One aspect we focused on was marketing the food component of the fair. We selected a slogan, logo, pins, poster, created a pamphlet, mascot, an ad for the *AMS Insider*, and encourage all the volunteers to wear “uniforms”. Our other focus was on the content of the fair which includes on and off-campus food organizations working and/or promoting sustainable practices, entertainers, how-to workshops, prepared foods by Vancouver chefs using local, sustainably grown products, and more. Acknowledging the problems of our current global and local food systems, we recognize the important role increasing awareness and education can play in the everyday food consumer’s life. Embracing UBC as a microcosm of the world, the UBC Sustainability Fair is a means to achieving UBCFSP on-campus goals on a larger scale. We feel that the 7 guiding principles of the UBCFSP’s Vision Statement for a Sustainable UBC Food System appropriately represent our individual perspectives towards achieving a sustainable food system. With all this said, including a few recommendations regarding the amount of energy that should be directed towards marketing the fair, we are quite excited about our results. After much brainstorming, dialogue, and research, our group has prepared what we believe to be a fun, educational, and experiential food component for the 2007 UBC Sustainability Fair.

Introduction

“The UBC Food System Project (UBCFSP) is a collaborative, community-based action research project initiated jointly in 2001 between the Faculty of Land and Food Systems and the Sustainability Office’s Social Ecological Economic Development Studies Program (SEEDS) (Richer, 2007b). Some of the main goals of the project are “To develop opportunities and recommendations to UBCFSP food partners and collaborators and implement measures to make transitions towards UBC food system sustainability” (Richer, 2007a). Also, “[t]o give students opportunities to apply all learning from their program specialization and the Land, Food and Community (LFC) series in a transdisciplinary real life project” (Richer, 2007b). With this said, the UBCFSP has created an opportunity for us students in AGSC 450 to actively contribute to helping spread awareness and education regarding sustainable food systems on the UBC campus. Addressing the UBC campus as a microcosm of the ‘rest of the world’, our group has been assigned to increase “Education, Awareness, and Participation in Sustainable Food Systems” (Richer, 2007a, p. 13) by expanding the food system sustainability component of the annual UBC Sustainability Fair to be held in October.2007. After much dialogue, brainstorming, and research,

our group has created what we consider to be a fun, educational and experiential food systems component for the Sustainability Fair. This report details the problem definition, our vision statement and identification of value assumptions, methodology, findings and discussions, implementation, evaluation, and recommendations for the fair. Appendices and budget are included as well. Please enjoy reading all that we have compiled, we enjoyed the process and are quite excited about the results.

Problem Definition

Globalization has enabled people from around the globe to be highly interconnected. Almost anytime of the year, we are able to enjoy a variety of foods imported from all regions of the world (Halweil, 2002). Food often travels for 2500 to 4000km before it reaches our plates (Halweil, 2002). Although food is relatively cheap, there are enormous costs associated with today's industrialized food system. Foods are often produced on concentrated large scale industrial farms which require large amounts of inputs such as energy, fertilizers, water and seeds (Section Z, 2003). Technological advances in storage and the low cost of shipping has allowed for foods to be transported far from where they were initially grown to the distant cities where people live (Halweil, 2002). Today's industrialized food system consists of an oligopoly owned by large corporations and farmers who produce our foods are low on the supply chain (Section Z, 2003). Consumers are often unaware that their food choices have these social and environmental impacts.

Acknowledging that there is a current issue with our food system, and that UBC is a microcosm of the world we live in, the UBCFSP Scenario 6 2007 is a step towards increasing awareness and education regarding sustainable food systems. There are many initiatives already in the works, making the UBC food system more sustainable.

UBC Food Service is the main food service provider on the UBC campus has made many initiatives to move towards a sustainable food system. Much of the food that is used at Sage Bistro is purchased from the UBC Farm and local distributors (Parr, personal communication, March 7, 2007). Purchasing local foods, because of shorter traveling distances, cuts down on pollution to the

environment during transportation (Section Z, 2003). Discounts are offered for consumers who bring their own mugs or Tupperware when they purchase from UBCFS (Parr, personal communication, March 7, 2007). There is a three bin recycling program at most UBCFS outlets for post consumption recycling.

There is a need to increase the awareness and education of the UBC community not only of the sustainability initiatives that are already underway, but also about food system sustainability as a part of their daily lives. UBCFSP Scenario 6 2007 and our partners have collaborated to make the current UBC food system move towards achieving sustainability through education and increasing awareness of the issues surrounding food sustainability at UBC via a Sustainability Fair (Richer, 2007a).

Vision Statement and Identification of Value Assumptions

Vision Statement

Our group decided to concentrate on the Vision Statement Plain Language Version (VSPLV, 2007) because it is intended to be the guiding principles for us as well as our partners and collaborators working on the UBCFSP. It is important for all stakeholders to have the same vision for a sustainable UBC Food System. We feel that the 7 guiding principles of the VSPLV can be easily understood by a general audience to envision the ultimate goal of a truly sustainable food system.

Vision Statement for a Sustainable UBC Food System: *Plain Language Version*

The overarching goal of a sustainable food system is to protect and enhance the diversity and quality of the ecosystem and to improve social equity, whereby:

1. Food is locally grown, produced and processed.
2. Waste must be recycled or composted locally
3. Food is ethnically diverse, affordable, safe and nutritious
4. Providers and educators promote awareness among consumers about cultivation, processing, ingredients and nutrition
5. Food brings people together and enhances community

6. Is produced by socially, ecologically conscious producers

7. Providers and growers pay and receive fair prices (VSPLV, 2006)

Identification of Value Assumptions

We are of group of 7 unique individuals who come from various backgrounds and disciplines. Our group consists of dietetics, food science, nutritional sciences, food marketing, human ecology and agricultural sciences students. Although we all have different specializations the common thread we have is that each of our individual specializations is highly connected to various levels of the food system. We each have a slightly different connection towards the 7 guiding principles in the VSPLV. Our dietetics and nutritional sciences students are adamant about having nutritious and varied diets that meets the needs all cultures. Our human ecology student is highly conscious about education and the importance of food bringing together the community. Our food science student is focused on the aspect of food processing and how locally processed foods could be a sustainable practice. The agricultural sciences students are guided by principle 7, that “providers and growers pay and receive fair prices” (VSPLV, 2006). Lastly our food marketing student keeps us in perspective that we can envision a sustainable system but for it to be truly sustainable it also has to be economical. Overall, we all feel that the 7 guiding principles of the VSPLV adequately represent our individual perspectives in order to achieve a sustainable food system.

UBCFSP and Connection to the Broader Food System

UBC is a microcosm of a city. UBC is a place where people work, live, and are educated. The issues regarding sustainability of our food system at UBC can be related to the issues that the world faces. Most of the food that is sold on campus travels long distances before it meets our plates.

Like many cities today, food consumed on the UBC campus travels far distances to meet the demands of the UBC consumers. Although there is a UBC Farm situated on south campus, the farm cannot meet the quantity of supply demanded by UBCFS (Yip, personal communication, March 7, 2007). The demand for locally produced fresh produce far exceeds the supply that UBC farm can

produce (Bomford, personal communication, March 14, 2007). Although UBCFS would like to buy as much local food as possible their concern is also price and quantity that can be supplied by small scale producers (Yip, personal communication, March 7, 2007). As a business they are concerned with the price they will have to charge consumers for their products. As the main market of UBCFS is students, UBCFS realizes that students have certain price ranges on which they are willing to purchase food items and most likely they will not pay a premium price for local foods (Yip, personal communication, March 7, 2007).

In the context of the global food system, there are certain people that are aware of the issues surrounding our food systems and there are people who are unaware of the impact that their food choices have. Similarly at UBC there are people that are not aware of this issue. However, at UBC where the future citizens of the world are being educated, there are students who are aware of the issues sustainable food systems encompass and have taken an active role in promoting and increasing awareness of sustainability.

Methodology

Our task was to reconstruct the plan for this year's Sustainability Fair, concentrating on elaborating the food system component. Our group spent a while in limbo at the start of this project. By the second or third week we decided to split into 2 teams, the promotion team and the content team. The content team was assigned the content of the fair; all the different activities, people, and organizations that would fill the booths. The promotion team was assigned to work on promoting the event as well as brochures and other items that would be given away at the event. We found this more effective because we thought that the size of our group was hindering our progress. Within the teams we split work up between us because we felt that we would work more effectively if each person had specific tasks and obligations.

In the promotion team, the first thing we did was look at 2006 papers and narrow down the ideas we thought were most effective for the fair. This also fueled our brainstorming of other ideas. We

each brought back the ideas, slogans, and logos we found to be most effective and voted on which to use. We also consulted the Sustainability Fair 2006 SWOT Analysis to see which ideas were implemented, if they were successful, and what recommendations were made for 2007.

The content team researched and contacted organizations or individuals that we felt would be pertinent to the theme of sustainable food systems. This includes organizations that are on campus as well as local community establishments. We defined a local food system as including all of British Columbia. We reviewed the UBC Sustainability Fair 2006 Review Document to determine which organizations or representatives were involved in the food systems component of the fair last year as well as which aspects of the food systems component were lacking and which components worked well (Richer, 2006). We also reviewed the previous year's local foods Scenario 4 papers to identify organizations that may be interested in participating at the fair. We used the contact list proposed by Scenario 4 2006 Groups 22 and 24 in addition to other participants identified (2006).

One of the most important groups of guests we decided to invite were local chefs, because we felt that they could help us draw a crowd. We had read in the recommended readings that in order to advertise sustainability more effectively, there should be activities that would capture people's attention (McKenzie-Mohr, 2006). Our group had brainstormed that handing out food samples prepared by local chefs using local ingredients would not only attract students to attend the fair, but also show students how tasty, versatile, and easy to prepare food from sustainable sources can be. The idea of having food sampling was also derived from previous year's report (Group 22, 2006). Moreover, on the scenario description, it was indicated that there was no food from sustainable sources present at the Sustainability Fair last year. We contacted chefs and food organizations for food donations for the fair. The list of contacts was found from previous report (group 22, 2006), and from internet search. They were contacted by email and/or by phone.

In addition to guests from the industry, entertainment was selected as an important component to the fair. In the *Community-Based Social Marketing*, McKenzie-Mohr addresses the importance of

effective encouragement with the selected audience (2006). As a group we decided that wild and fun entertainment would draw crowds towards the fair, and then encourage them to check out the booths and events. Also, Liska mentioned more than once last year's success with the tomato costume. With this in mind we created a great line-up of entertainers from all mediums that believe in the Sustainable Food System Movement. Luckily, one of our group members is connected to fire spinners, stilt walkers, folks that put on costumes and mingle in crowds in their characters, bands, and DJs. We obtained their contact information then emailed each of them independently, explaining the fair, the group project, and if they would be interested in partaking. Once replies were received the list was compiled and posted to the group. A list of entertainers and a sound technician was compiled and contacted. For this list of entertainers, contact information and talent, please see Appendix 1.

For our activities, we brainstormed ideas that would be both fun and educational, as well as related to food. This led to the development of the interactive booths and food demonstrations. We also wanted to extend the fair past its closing time by serving alcohol at one of the bars in the Student Union Building. We set out to find local companies that would be interested in possibly selling alcohol at the fair. To do this, we contacted different companies in different sectors within the alcohol industry (wineries, breweries, meaderies, and cider breweries), as well as the appropriate person within the university who was in charge of alcohol service.

Findings/Discussion

Promotion

Slogan

The slogan we decided on stemmed from last year's groups 10 and 24 slogan, "Eat thoughtfully, think locally" (2006). We thought this slogan was the best because it was short and simple, but also engaged thought. Later on, we realized that this slogan might not be appropriate for this year's project since the focus this year is on sustainable food systems rather than just local foods, so we changed it to "Eat Thoughtfully, Think Sustainably." We considered the fact that this slogan

might seem confusing or vague for the general public, but we felt that it would be appropriate for our target audience, UBC students, since they are generally well accustomed to the notion of sustainability.

Logo

For our logo we chose to use last year's group 24 apple with the sprout growing out of it because it was attractive and had a certain earthiness that seemed well matched to our slogan (2006). The apple itself represents a classic food combining freshness, nutrition, and healthiness (Appendix 6). Also, we felt that the other slogans and logos from 2006 were focused too heavily on local foods, which is not the main focus of this year's fair. Thus we felt the need for change. For example, one of the slogans was "Every bite counts, eat local". Although effective, we felt that this slogan was too specific and did not acknowledge the broader scope of this year's fair.

Pamphlet

We decided to use group 24's (2006) pamphlet concept on local food, however, we altered it to meet this year's broader focus. We removed some of the local food material and replaced it with other information such as a schedule of Vancouver's farmers markets as well as updated some of the points and references (Appendix 11). We chose to use their pamphlet because we thought that it was visually appealing and highly informative. However, we did find it to be a bit too wordy and therefore we cut out some irrelevant information. We kept the pamphlet small and double-sided because it would require less paper and we felt this would be more in-line with the sustainability initiative. On the pamphlet, we have provided information regarding the farmers markets, eating organically grown produce and more information regarding sustainability. We wanted to include the farmer's market schedule because we felt that both farmers and students would benefit. Farmers may increase their profitability, while students will be more connected to their food and local community.

Poster

For the poster to promote the fair we have chosen to use last year's poster, but the date, time, and other details will have to be changed. We chose to keep last year's poster because we liked the

earthy colour-scheme and thought it was well designed. We also felt it would be valuable to maintain some continuity from the previous year. According to the Sustainability Fair 2006 SWOT Analysis (Richer, 2006), the poster was a success. However, we were unable to make the necessary changes to the poster due to the PDF format that it was provided. To continue the theme of sustainability and to minimize cost, we decided to re use the banner from last year's fair. Although the poster for the fair this year will be designed by AMS, we still designed another similar poster so that our group will be able to identify ourselves from other groups that are also participating in this year's fair (Appendix 5). We feel it is essential to incorporate our logo and other promotional tools into this poster to raise further awareness and maintain consistency meanwhile establishing our group identity.

Pins

In 2006, group 14 used key chains and group 24 used fridge magnets as promotional materials (2006). This year we decided to choose promotional items that would be highly visible and therefore act as better advertisement. We chose pins in hopes that students will put them on their jackets or backpacks, and reusable water bottles, both of which will have our logo and slogan on them (Appendix 8). With pins and water bottles, we would be increasing the UBC community's exposure to a consistent theme, which, according to McKenzie-Mohr, would help promote behavioral change (2006).

Uniforms

Apparently, last year's fair lacked volunteer uniforms, and it was felt that uniforms would have made the fair more successful (Richer, 2006). This year, we decided to have iron-on t-shirt transfers made. We had looked into getting t-shirts printed, but felt it would be more economically and ecologically sustainable to have the volunteers bring in their own t-shirts, and iron on our logo and slogan themselves (Appendix 9). This would bring unity among all the volunteers of the fair. Furthermore, having common t-shirts would bring increased awareness for the fair and a greater commitment from the AGSC 100 volunteers since they will be the ones to carry on the sustainable message around campus in the years to come.

Mascot

According to the SWOT analysis from last year, the vegetable mascot was one of the strengths (Richer, 2006). Therefore, we decided to keep the vegetable mascot for this year's fair. However, we decided to have two mascots for this year. One of the mascots will stay around the fair and invite people over to our booths. Meanwhile, the other mascot will be walking all over campus, informing and directing people to the fair. Both mascots can actively express the message of sustainability whether it is on the spot at the fair or on other parts of the campus.

AMS Insider Agenda

Aside from the posters, we felt that advertising the fair in the AMS Insider would be effective since it is widely distributed on campus (The Alma Mater Society). We got this idea from last year's groups 10 and 14 (2006). We chose to place a calendar ad, which would go at the top of the page of either the month or week of the fair in order to remind students that it is coming up (Appendix 7). Furthermore, we agreed with an idea from last year's Group 10 that a one-page section on sustainability in the AMS student agenda could be an excellent tool (2006). While this would not promote the fair directly, we thought it was important to provide information regarding sustainability and how we, as student consumers, can decide what food we choose to purchase more wisely. The one page information will be similar to that on the pamphlet.

We also looked into having a snap-out ruler advertisement put in the student planner but decided against it due to the high cost of implementation (The Alma Mater Society). However, we strongly feel that this snap-out ruler is a powerful daily reminder to be more sustainable. Thus, we purpose that next year's group try to seek similar alternatives but with lower costs.

Guests

When we think sustainability, often the first thing that comes to our minds is local. After brainstorming, we decided it was best to have local breweries and wineries attend the fair as opposed to nationwide breweries, like Molson's or Kokanee. Thus we have invited several local breweries and

wineries (Appendix 1). Our group felt that inviting local wineries and breweries would convey a more sustainable message for the fair, as well as attract more students to attend the fair. In addition, their participation could mean valuable publicity for the local industries.

Finally, we decided to invite local chefs to provide samples of dishes using food from sustainable sources such as Discovery organics, Choices, and Wholes Foods. We have also received commitment from farmers markets that they would be willing to contribute some of their produce to our fair as well (Appendix 1). From previous reports, it was found that having an opportunity for students to try local food on campus is an effective educational and promotional component of a sustainability campaign because it increased awareness of where they could purchase local food and what local foods were available on campus (Group 22, 2006). As an incentive to the chefs and organizations that participate at the fair, we would like to include their names and logs beside the dishes that they have contributed. Lastly, since the UBC farm has been a major contributor regarding the sustainability message that the LFS faculty promotes, we felt it would be essential to incorporate them into the fair. Unfortunately, during the process of inviting participants, we were unable to confirm a commitment from UBC farm after several attempts, but we feel that successful contact would ultimately lead to UBC farm's participation.

Entertainment

As part of the content group, entertainment was selected as an important component to the fair. In the *Community-Based Social Marketing*, it addresses the importance of effective encouragement with the selected audience (McKenzie-Mohr, 2006). As a group we decided that entertainment would draw crowds towards the fair, encouraging them to check out the booths and events.

Alcohol has the potential to be a great promoter for the fair as many people seem to enjoy sitting back on a nice fall afternoon enjoying a good brew or two. Our group felt that alcohol could contribute greatly to the fair, as it would attract large crowds. Furthermore, according to reports from last year's fair, entertainment such as the tomato costume was a huge hit. With this information we

created a great line-up of entertainers from all mediums that believe in the Sustainable Food System Movement. They will be happy to perform at the fair for free or for an honorarium of fresh, local produce, sourced through Discovery Organics and other local farmers. The performers who have confirmed an interested in attending include the Agora String Band, Maria in the Shower, and the East Van Carnival Band. We have also received confirmation from stilt walkers and other costumed performers. These performers can walk throughout the fair and its surrounding area, engaging with UBC students; captivating attention. This is crucial since without attention, “persuasion is impossible” (McKenzie-Mohr, 2006, p. 5). With all this in mind, the entertainment component of the fair came together quite smoothly, and many of the contacted talents are excited about reconnecting and participating in October.

Activities

As mentioned above, after analyzing the Sustainability Fair 2006 Review Document and the Sustainability Fair General Information, we have identified who the participants of the 2006 sustainability fair were, the successful events and the opportunities for the 2007 fair (Richer, 2006). Also, from the previous year’s group 22 and 24 report, we identified a list of potential sustainability fair participants (Appendix 1).

Our group realized that there was a lack of interactive events at the fair when we had a discussion with Liska Richer, UBCFSP coordinator (personal communication, February 28, 2007). A dynamic interaction between participants and event is a very important strategy for conveying messages and getting active feedback for the fair. Therefore, we focused on developing some interactive games where students might be interested in participating. The primary objective of these games is to have participants actively engage in the fair while increasing their awareness about the current food system as well as learning about sustainable food systems through games. These games are simple to set up and are low cost, but still fun and educational. Prizes such as pins and water bottles can be given away for winning participants.

Do you know where your food originates from?

This is a game where common foods (apples, oranges, corn etc), tropical foods (pineapples, kiwi etc) and various exotic foods which are often found in the supermarket come from. The origins of foods are labeled on the back of an index card. On the front of the index card, a series of clues to identify the food is provided. These clues are also facts about the food. The objective of the game is to see how well the participant knows where their food is really from. By actually knowing the origin of food and realizing the distance of the food traveling before it reaches our plates; we hope to increase the awareness of sustainability at the point of purchase. Furthermore, we hope to introduce participants to the concept of “food miles” and that there is a need to reduce the distance our food travels and support local agriculture instead.

Food Costs

This game is designed to encourage the participant to think deeply about what the costs associated with the food are. The objective of the game is to match up the dollar value index cards with the index cards with pictures of food, fuel, supermarkets, farmers, and other key players involved in the food supply chain of a particular product. At the end of the game the operator of the game will reveal a vision of how an ideal system can function and how costs can be distributed. Hopefully the participant is able to learn more the hidden costs of the current food system.

Also, we would include “how to” interactive booths for the sustainability fair. We would be setting up booths like the Gardening Booth and Recipe Sharing Booth.

Gardening Booth

The goal of Gardening Booth is for participants to learn about gardening, so that they can have the opportunity to get hands-on experience with soil and to empower them to feel more comfortable doing so at home. Participants will learn the following: how to plant a seed, water properly, transplant, and harvest from their garden (Appendix 4).

Recipe Sharing Booth

The goal of this booth is to enable students to share and take home recipes. This activity encourages participants to get into the kitchen, become familiar with food and the ingredients that create a meal. This will empower students to feel comfortable creating their own food, while connecting them to other students who also want to learn more about preparing their own food, on or off campus (Appendix 4).

Both the how-to workshops and games are offered at the fair. As a group we thought these would be important strategies to get participants involved. It will make the fair more interesting and interactive while allowing people to walk away with a message that sustainability is a necessary component for a healthy food system.

Implementation

A fair coordinator will be needed to oversee the general set-up and take-down of the event and to troubleshoot any problems that may arise. They will also have responsibilities prior to the event, as they complete the tasks listed in our fair timetable (Appendix 3). These tasks would include confirming site and entertainment bookings, contacting volunteers, etc.

Our group estimated that about 40 volunteers would need to be recruited for the fair. Many organizations will be providing their own staff therefore the number of volunteers can be kept quite low. We contacted Andrew Riseman to see if we could recruit a portion of the volunteers from 2007's AGSC 100 class since they have to log volunteer hours. The other volunteers should be easy to find if we advertise through the faculty's list serve and suggest that participation in such an event would look good on a resume.

Some facets of our proposed fair will require volunteers with specific skills and a longer time commitment. This will be most important for the success of our How-To booths; the Gardening Booth and the Recipe-Sharing Booth.

For the Gardening Booth, the volunteer will be responsible for getting all of the supplies and managing the booth throughout the day. Seeds can be collected from Sprouts, 5 gallon pots can be collected from Friends of the Farm greenhouse space at Lower Mall and Agronomy Road, and compost can be collected from the UBC Composter or the UBC Farm. Given a month and a half – two months notice, plants can be started in the Friends of the Farm greenhouse space, ready to be transplanted by the time the fair rolls around. Ready to harvest plants can be collected at the Trout House (Appendix 4). If motivated, the volunteer can build their own planting box, recommended 4ft. L x 2ft. W. During the day, the booth person will manage other volunteers at the station and instruct fair attendees how to work their garden. For the Recipe-Sharing Booth, the volunteer will collect the necessary supplies and instruct fair attendees on how to construct their own recipe book from shared recipes.

For the food sampling, one or two volunteers will need to contact the organizations that are willing to donate food, and arrange time to pick it up. Afterwards, the volunteers can deliver the food to different chefs so that they can prepare the dishes for the fair. On the day of the fair, a few volunteers can go to the restaurants to pick up the food samples in the morning. The food samples can be served during lunch time, which is about 11:30-1:30. We felt this would be a good time to distribute samples, since lunch time is the busiest time of the day at the SUB, and food sampling can effectively attract people to the fair.

We planned this fair with cost in mind and we tried to keep expenses to a minimum. However there were some areas, such as the sound technician and promotional pins, that were costly but we kept them anyways because we felt that they were integral parts to the fair. For example, we felt that pins would be an effective marketing tool since they would increase the frequency of exposure to a consistent theme and continue to do so long after the fair is over.

Evaluation

Information is “key” for an event like this and to know what people want while being able to put your point across is even better. In order to see what people liked and didn’t like about the fair, our

group thought that it was a great idea to survey the public and get their feedback. We decided to incorporate another one of group 24's ideas into the fair (2006), and come up with a modified comment card for this year's fair (Appendix 10). This is a great piece of information that can be analyzed and evaluated, and then a statistical analysis can be carried out to find out what worked best and what areas that could be improved.

Recommendations

For any business, large or small to succeed, promotions and marketing tools must be a top priority. This same goes for a successful fair. Our group feels that there must be more promotion and better marketing strategies developed and put in place in order to make the fair thrive even more. A marketing tool in itself could possibly be having the fair on more than one day. Though more expensive, that would create access for more students, faculty, staff and possibly locals to experience the fair and what we are trying to promote. Another possibility would be to invite other faculties to participate and help run the event. This will also help to raise awareness of the fair and what it stands for.

Another characteristic about what makes a business successful is what people see from day to day, "branding". We feel that the fair needs to come up with a logo and stick with it. Consistently changing the face of a business depletes the trademark aspect that it carries. When one thinks of the fair and what it stands for, the first image that they should think of is the "Sustainability Fair Logo". This is one of the biggest aspects of the fair and we believe that more stress should be put into keeping one name, one logo. Instead possibly change the theme of the fair from year to year, but keeping the "brand name" or "trademark".

One focus of this year's project was to enhance the food system component of the UBC Sustainability Fair. While we have worked towards achieving this goal, we still feel that some areas of the food system will be underrepresented. We feel that there needs to be more encouragement and participation from other sectors of the food system, especially local Vancouver companies. With that

being said, there are many organizations or individual participants that are interested in participating in UBC's Sustainability Fair. However, many of these organizations, large or small, must be contacted well in advance and with more notice. Some organizations that were contacted declined to participate because they said they have already scheduled events for this year.

We also feel the best information and recommendations come from within. Everyone attending the fair will be given comment cards. Our group feels there is a lot of valuable information that can come from those. We recommend that next year's AGSC 450 students, working on the sustainability fair scenario, look at the comment cards collected to identify what participants liked about the fair, which aspects they would like to see changed and what suggestions they may have to make the fair more attractive and more successful for years to come.

Conclusion

Exploring our capabilities in a transdisciplinary real life project proved to fulfill multiple goals of the UBCFSP. By empowering us students, this AGSC 450 class enabled us to contribute in "developing opportunities and recommendations to UBCFSP food partners and collaborators to make transitions towards UBC food system sustainability" (Richer, 2007b). Planning the food component for the fair turned out to be an educational experience for us all. We were also quite lucky that our group respected one another and worked well together, producing results that satisfied us all. In conclusion, we enjoyed working towards helping make UBC's food system more sustainable.

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Appendix

Appendix 1 Possible Participants

Information Booth:

Organization	Name of Contact	Contact info	Reply/comments
UBC Food Services	Dorothy Yip	[REDACTED]	-yes -need to be contacted again closer to the date -info booth about UBCFS sustainability initiatives
UBC Waste Management	Soriano, Caroline Pat Fitzgerald (supervisor)	[REDACTED]	-need to talk to the plant manager to discuss what they can do -most likely info booth?
UBC SEEDS and Sustainability Office (SO)	Brenda Sawada	[REDACTED]	-yes, info booth in conjunction with SO
Sprouts	Colleen O'Brian	[REDACTED]	-yes, info booth -contact next year's education coordinator to confirm
FarmFolk/City Folk	Jeff Nield	[REDACTED]	-yes most likely but need to talk to the new community outreach coordinator when they are hired
Your Local Farmers Market Society	Sarah McMillan (Assistant Operations Manager)	[REDACTED]	-yes, need to contact again before the event to confirm details -interactive info booth
Klippers Organic Acres	<u>Kevin & Annamarie Klippenstein</u>	[REDACTED]	-yes
The Fruit Guy	Michael Welsh	[REDACTED]	-yes
Small Potatoes Urban Delivery (SPUD)	Ayesha Moarif	[REDACTED]	-no not this October, but can contact again and try to make it for next October
AMS FBD	Nick Gregory	[REDACTED]	-no reply
Slow Food Vancouver	Jim Pearce	[REDACTED]	-no reply

UBC Farm	Mark Bomford		-no reply -most likely a yes?
Buy BC;BC Agricultural Council	Steve Thomsen (Executive Director)		-no reply
Wisbey Veggies	Joy and Bruce Wisbey		-no reply
Capers	Vicky Foley (Community Marketing Manager)		-no reply
Vancouver Food Policy Council	Devorah Kahn		-no reply
Vancouver Community Kitchens	Diane Collis (coordinator)		-no reply
The fruit Tree Project			-no reply

Food Sampling:

Organization	Name of Contact	Contact info	Reply/comments
Vine and Garden Catering	Chef Mathew Matheson		-would like to donate food samples -need to know how many people are attending -need to know as soon as possible
West restaurant	Chef David Havsworth		-yes, would like to donate food samples
Discovery Organics	Annie Moss		-yes, can donate produce -Can connect us to farmers so that we can get produce directly from local farmers
Choices Market			-submit request in writing at least 4 weeks prior to event
Wholes Food			-visit Customer Service Desk to complete donation request form -Form must be received at least 8 weeks prior to the event
Farmers Market			-can donate gift certificates for up to \$50
Capers Community Market	Allie Nichol		-interested in donating, but need to look at their budget
Sprout	Product coordinator		-cannot donate large amount of food since their prices are so low and they don't even break even -can donate leftover
911 Chef Eric	Chef Eric		-no reply

Provence Mediterranean Grill	Chef Justin	[REDACTED]	-no reply
Sage Bistro		[REDACTED]	-no reply
UBC Farm	Mark Bomford	[REDACTED]	-no reply

Entertainment:

Name	Affiliation	[REDACTED]	Reply/comments
Katia Hoodicoff	Entertainer	[REDACTED]	-can bring more entertainers to the fair, such as fire spinners, stilt walkers, etc.
Candice Curly Paws	Entertainer	[REDACTED]	-can provide costumes, stilts, and more
Romina Wendell	DJ	[REDACTED]	-food policy council member, food activist
Devin Kettle	Carnival band member	[REDACTED]	-can attend the fair to play music
Martin Reisle	"Maria in the Shower" band	[REDACTED]	-will sing about sustainability
Shea Dahl	AMS	[REDACTED]	-will set up the sound system and take it down at the end of the day

Alcoholic Beverages:

Organization	Name of Contact(s)	Contact info
Granville Island Brewery	Caroline Roussy	[REDACTED]
Tugwell Creek Meadery	Dana LeComte	[REDACTED]
Summerhill Estate Winery [REDACTED] [REDACTED] [REDACTED]	Stephen Cipes (Proprietor) Gabe Cipes	[REDACTED]

Appendix 2 Cost

<i>General</i>				
Product	Sources	Unit price (\$)	Number of units	Total (\$)
Tents	2006 Sustainability fair report*1	/	/	1030
Mascot	2006 Sustainability fair report*1	96.05	2	192.1
tables/chairs	2006 Sustainability fair report*1	/	/	0
			<i>Sub-total</i>	<i>1222.1</i>
<i>Promotional/distribution Items</i>				
Product	Sources	Unit price (\$)	Number of units	Total (\$)
Water bottles	Genumark Promotional Merchandise Inc.*2	1.32	250	330
Pins	Genumark Promotional Merchandise Inc.*2	1.73	250	432.5
Comment Card	AMS Copyright	0.49/letter size	125 (1 sheet=4 cards)	61.25
Posters	AMS Copyright	1.39/11"X17"	20	27.8
Pamphlets	AMS Copyright	1.39—1 st 100, 0.98—100and up	500	531
Banners	last year's fair	Free	/	0

T-shirts	Volunteers will bring their own	Free	/	0
T-shirts iron-on transfer	Staples Business Depot	25/18 sheets	2 (1 sheet=2 logos)	50
Advertisement on AMS Insider	AMS Insider Sales *3	350	1	350
			<i>Sub-total</i>	782.55
Entertainment				
Product	Sources	Unit price (\$)	Number of units	Total (\$)
Sound system		/	/	500
Blank book	UBC Bookstore	/	/	15
			<i>Sub-total</i>	515
Games				
Product	Sources	Unit price (\$)	Number of units	Total (\$)
World Map	Staples online *4	19.95	1	19.95
Index cards	Staples online *4	1.27/100cards	1	1.27
Black Permanent Markers	Staples online *4	0.98/2pens	1	0.98
Map pins	Staples online *4	2.25/100pins	1	2.25
			<i>Sub-total</i>	24.45
Food Demonstration				
Product	Sources	Unit price (\$)	Number of units	Total (\$)
Ingredients	donation	Free	/	0
Samples of dishes	donation	free	/	0
			<i>Sub-total</i>	20

Grand-total 3564.10

*1→ Richer, L. (2006). *Description of the UBC Sustainability Fair 2006*. Vancouver, BC: Land and Food Systems.

*2→ www.genumark.com

*3→ www.ams.ubc.ca/downloads/2006_insider_rate_sheet.pdf

*4→ http://www.staples.ca/ENG/Catalog/stap_home.asp

Appendix 3 Timeline

Last week of August 2007

- Print out pamphlets
- Get iron-on T-shirt transfers
- Deliver our logo/slogan to store to make t-shirt transfers, mugs
- Contact AMS insider regarding Ad in the agenda
- Contact Discovery Organics, Capers for food donations
- Submit donation forms for Whole Foods, Choices for food donations (they need 6-8 weeks notice)

First week of September

- Put up posters of fair
- Contact AGSC 100 instructor to ensure use of Fair as volunteer opportunity for students

Second week of September

- Contact entertainers
- Contact chefs to confirm if they are still cooking for the food tasting, and arrange time to pick up prepared food for the day of the fair
- Contact breweries and wineries

Third week of September

- If needed based on interest from AGSC 100, send a faculty wide email to recruit volunteers
- Get Mascot rental arranged
- Arrange food pick from Discovery Organics, Whole Foods, Choices, etc. for the chefs to cook
- Arrange time to drop off the food/produce to the chefs after picking up the food/produce from food organizations

Last week of September

- Send a UBC wide email to advertise the event
- Confirm volunteer participation from both AGSC 100 and others
- Make class announcements to advertise the event
- Arrange time and send volunteers to pick up prepared food from the chefs for the day of the fair

Day of Fair

- 9:30 - Roll-off bin emptied onto plaza
- 10:00 - Salmon's Rentals to set up tents
- 10:30 - Tables to be delivered by Bill Tool's crew
- 11 - Fair participants set up display booths (including how to booths, and food sampling booths)
- 11:30 – Start distributing food samples
- 3:30 pm - Fair ends, participants clean up
- 3:45 pm - Our crew to remove tables
- 4:00 pm - Salmon Rentals to retrieve tents
- 4:15 pm - Come by to collect garbage

Appendix 4 “How To” Interactive Booths

1. Gardening Booth

Goals: Students learn about gardening, get a hands on experience with soil to empower them in feeling more comfortable to do so at home.

Supplies:

- 4ft. x 2 ft. wood box with soil or 5 gallon pots (about 5-10) filled with soil.
- Seeds (any edibles)
- 3 flats of plants ready to be transplanted (kale, collards, or swiss chard most likely, depending on what is available/seasonal).
- Ready to harvest examples (tomato plant fruiting, or collard greens/kale/chard, whatever is available)
- Table
- Chart of lower mainland edibles with planting dates/transplanting dates/harvest dates
- Booth sign
- 3-4 volunteers (only one at a time, but this provides leeway for folks to spend an hour or two only)
- hand shovel

Volunteer Responsibilities:

- Demonstrate how to turn their soil with a hand shovel
- How to plant a seed properly into the soil (depending on the seed being planted)
- How to read the back of the seed packet
- How to properly transplant into their garden (in case they want to buy already grown plants from a farmer’s market)
- How to harvest

Full demonstrations will take place every hour on the hour. Using one transplant/group, harvest one Kale leaf/group, to minimize resource use while still helping folks experience how to work their garden. A chart will also be accessible to see which edibles can grow in the lower mainland area, when they should be planted, harvested, transplanted. The volunteer will have to be an experienced gardener and be able to answer questions as they arise. If they cannot answer everything, they can refer the questioner to the BC Master Gardener’s website.

2. Recipe Sharing Booth

Goals: Enabling students to share and take home recipes.

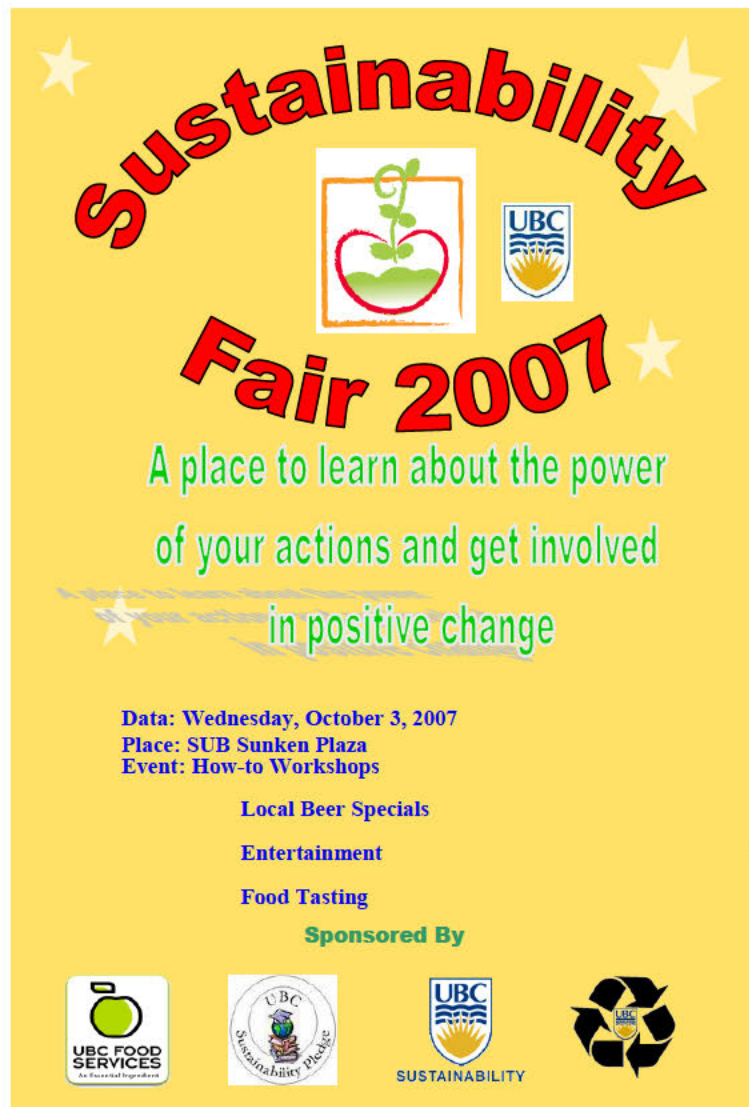
Supplies:

- Big, blank book (from the UBC bookstore, \$15)
- Pens and/or markers, pencils, etc. (any writing utensil) – can be sourced from the AMS Resource Center.
- Hole puncher – sourced from the Student Environment Center (SEC)
- Blank paper – or one sided paper – sourced from SEC
- String (to bind papers together), stapler – sourced from SEC
- At least one volunteer
- Table
- Chairs (at least one for the volunteer)
- Booth sign

Volunteer Responsibilities:

- Encourage fair participants to share their favorite recipe, writing it down in the book
- Encourage students to write down recipes that appeal to them from the book

Appendix 5 Poster




Sustainability
Fair 2007

A place to learn about the power
of your actions and get involved
in positive change

Date: Wednesday, October 3, 2007
Place: SUB Sunken Plaza
Event: How-to Workshops

Local Beer Specials
Entertainment
Food Tasting

Sponsored By



Appendix 6 Logo

*Eat Thoughtfully
Think Sustainably*

Appendix 7 Advertisement in AMS agenda





*Eat Thoughtfully
Think Sustainably*

Sustainability Fair 2007

Event: Food Systems Related Organizations
Entertainment— Agora String Band,
Maria in the Shower, & Carnival Band

Date: Oct 3 2007
Place: SUB Sunken Plaza

Appendix 8 Pin



Appendix 9 T-shirt



Appendix 10 Comment Card

Fair Questionnaire

You are:

- a) a Student b) Faculty c) Staff d) a Visitor

Which events did you attend during the fair?

- a) "How to" workshops c) Entertainment
b) Alcohol specials d) Food tasting
e) All of the above

Which event(s) did you enjoy the most?

- a) "How to" workshops c) Entertainment
b) Alcohol specials d) Food tasting
e) All of the above

Did you discover anything new from the fair?

- a) Yes, actually b) Not really

If yes, what did you discover:

What would you suggest for next years fair?

Contact Information (optional):

Appendix 11 Pamphlet

How to Eat More Sustainably at UBC:

- Bring food in reusable containers
- Visit the UBC Farm Market
- Shop at Sprouts
- Use recycling and compost bins provided

How to Eat more Sustainably Off Campus:

- Look for the Buy BC logo on local produce
- Choose less packaged foods
- Choose more organic foods
- Buy in bulk
- Shop at farmer's markets/roadside stands

What is sustainability?

The wide use of the concept "sustainability" reflects a broad agreement that people living today have an obligation to protect the health, diversity and productivity of the environment for the benefit of current and future generations. A healthy environment is a necessary element of a productive economy, and hence human well being.

– UBCFSP 2006 Group 24

Links for More Information:

- Farm Folk/City Folk www.ffcf.bc.ca
- Farmer's Market Society www.eatlocal.org
- Small Potatoes Urban Delivery www.spud.ca

This pamphlet was made as part of a project for UBCFSP. It has been adapted from the work of UBCFSP 2006's group 24.

Whats In Season?

Spring: asparagus, beans, beets, broccoli, carrots, cauliflower, chicken, halibut, herbs, lettuce, potatoes, rhubarb, salmon, squash, tomatoes

Summer: apples, beans, blueberries, broccoli, cabbage, cherries, figs, hazelnuts, lettuce, peaches, pears, plums, raspberries, strawberries, tomatoes

Fall: apples, beets, broccoli, cabbage, carrots, cauliflower, chicken, corn, cumpers, eggs, garlic, honey, lettuce, onions, pears, potatoes, pumpkins

Winter: apples, beets, cabbage, carrots, cauliflower, chicken, eggs, garlic, honey, kiwi

“Eat Thoughtfully, Think Sustainably”

Eat more sustainably by choosing more locally grown and minimally processed foods, which helps strengthen the local economy and decrease environmental degradation.

www.localfood.ubc.ca

Vancouver Farmer's Markets:

1882 Adanac St at Victoria Drive.
10am- 2pm - First Saturday of the month

East 15th & Victoria Dr.
9:00 am to 2 00 pm Saturdays, May 19 to October 6, 2007

30th & Ontario St.
1:00 pm to 6:30 pm Wednesdays, June 6 to October 24, 2007

Comox Street between Bute and Thurlow .
9:00 am to 2 00 pm Saturdays, June 16 to October 6, 2007

Call 604 -879-farm