

UBC Social, Ecological Economic Development Studies (SEEDS) Student Reports

An Introduction to Sustainability and Local Food Choices for First Year Students at Place

Vanier: Meet Your Farmer

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LFS 450

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An Introduction to Sustainability and Local Food Choices for
First Year Students at Place Vanier:
Meet Your Farmer

LFS 450 Land, Food & Community III
Winter 2009 Term 2

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ABSTRACT

Within a global context where food production plays a large role in climate change and environmental damage, it is important for consumers to be aware of the impacts that their food choices have. This is the tenth year of the UBC Food Security Project (UBCFSP), a community- based action research project that strives to make the food system at UBC more sustainable. As part of the UBCFSP, two groups collaborated to organize an event called "Meet Your Farmer". Its objective was to increase students' awareness about local food production, the choices they have at their residential cafeteria and relevant volunteer opportunities that exist on campus. Organizing the event involved communicating with community partners and related organizations, creating a vision for the event, securing a venue, publicizing the event and creating displays and a survey.

The first "Meet Your Farmer" was held on March 24, 2010 at Place Vanier residence. It featured the UBC Farm, LFS Orchard Garden, Agora and Sprouting Chefs. There was a diverse spread of food prepared by Steve Golob and the Place Vanier Cafeteria, as well as cheese and crackers donated by Whole Foods. We also had three guest speakers: Amy Frye from the UBC Farm, Steve Golob from the Place Vanier Cafeteria, and Barb McMahon from Sprouting Chefs. At least 50 students attended, and 46 of them completed surveys as they were leaving the event. Survey responses showed that the event was successful in achieving its objectives. We developed a set of recommendations based on our experience, feedback from our community partners and the survey results.

INTRODUCTION

This report is about the "Meet Your Farmer" Scenario, in which our group, together with another group assigned to the same scenario, organized an event to raise awareness of local food production. Here, we will first provide some background information and discuss the rationale behind holding this event. Then we will briefly summarize our group's reflection on the UBC Sustainable Food System Vision Statement. We will follow by describing our methods, detailing the process of organizing and holding the event, and the administration of the post-event survey. After analyzing the results, we will provide recommendations based upon the results from our survey, as well as feedback from our community partners and our experience in planning this event. We will also describe the deliverables that resulted from this project, which include a brochure highlighting relevant volunteer opportunities on campus, displays that UBC farm can use, and an event template for future event organizers.

PROBLEM DEFINITION

Most people are aware that making poor food choices has a cost on their health, but how many consider the cost to the environment? Greenhouse gas emissions are greatly affected by the food choices we make. There are more eco-friendly choices and also selections that are more detrimental to our environment. According to Eshel and Martin (2006), our food choices can have just as much impact on greenhouse gas emissions as our choice on transportation. Current industrial agricultural practices often affect our planet negatively. Heavy machinery utilized in agriculture contributes to greenhouse gas emissions. Some of the herbicides and pesticides used in growing crops can harm species in the ecosystems surrounding a farm and if residues are consumed, there might be potential health risks. As students in the Faculty of Land and Food Systems, it can be difficult to remember that not everyone is aware of the consequences that poor food choices can have on the environment. For example, some

students living residence have no access to a kitchen so they have little choice but to eat what is available in the residence cafeteria, without considering where their foods come from.

Students living in Place Vanier residence, however, have a wide variety of highly diverse food options. Not only do they have healthy alternatives available in their cafeteria, but they also have the choice to choose foods with lower carbon footprints. UBC Food Services has made fantastic progress over the past few years by buying food directly from the UBC farm and providing healthy food choices to students. One of their greatest accomplishments, with the help of Steve Golob, is to have prepared hundreds of eco-friendly recipes. Nonetheless even with these great advances towards decreasing our carbon footprints, it is still unclear whether students understand the consequences their food choices can have. They may not even be aware that eco-friendly food choices are available in their cafeteria and throughout the UBC campus.

In order to raise awareness about methods to decrease greenhouse gas emissions in relation to food choices, we were challenged to create an event that targets first year students in about their food options in the Place Vanier cafeteria. The project is part of the UBC Food Security Project (UBCFSP), now in its tenth year; the UBCFSP is a community-based action research project which involves LFS students, and sometimes other student groups as well as community partners, in a variety of smaller projects. The overall goal of the UBCFSP is to assess and increase the sustainability of the UBC Food system. This time, our task was to create a “Meet Your Farmer” event at Place Vanier Residence Cafeteria, in partnership with the UBC Farm and UBC Food Services. The target population for this scenario was first year students who live in Place Vanier residence on UBC campus. In spite of that, the “Meet Your Farmer” event itself was open to anyone who is interested in learning about the connections between the UBC farm and other community partners with the cafeteria at Place Vanier. We strived to incorporate organizations from the campus as well as the community, such as the UBC Farm, Agora, the Orchard Garden, and Sprouting Chefs, along with UBC Food Services Place Vanier Cafeteria. The goal of the event was to showcase the local choices available to the student population at the Vanier Cafeteria

and to encourage them to make eco-friendly choices by choosing these menu items. By raising awareness in the students at Place Vanier, it is hoped that there will be more of a demand by the student body for locally grown and produced foods. Another goal of the event was to show the importance for students living in residence to speak up and request good, healthy, sustainable food choices and to explain the large impact the student population has regarding decisions made on the types of foods available in Place Vanier's cafeteria and in all outlets on campus.

VISION STATEMENT – GROUP REFLECTION

1. Food is locally grown, produced and processed.

As a group we agreed that whenever possible food should be locally grown, produced and processed and when it is not possible, since some produce can not be grown locally, have organic and fair trade options available.

2. Waste must be recycled or composted locally.

It would be nice to see compost being used more for the UBC farm than for UBC landscaping. The compost from UBC students should be used for food production so nutrients can be recycled back to nature.

3. Food is ethnically diverse, affordable, safe and nutritious.

Having ethnically diverse foods available is very important for UBC since we are somewhat of a melting pot of cultures. This is especially significant for a residence since there are many students from other countries. Although having a large amount of ethnically diverse foods available somewhat contradicts with the first point, we suggested that any imported ethnic foods are organic and fair trade.

4. Providers and educators promote awareness among consumers about cultivation, processing, ingredients and nutrition.

We agree since this is one of the main purposes of our event. It would be nice if all food providers were passionate and involved about working towards a sustainable food system on campus.

5. Food brings people together and enhances community.

Because our project involves a cafeteria on campus, where students dine together, we definitely agree with this statement. The event we hosted also brought people and food together, and a goal of our event was to increase awareness about the connections between food people and our community.

6. Is produced by socially, ecologically conscious producers.

We agree and would like consumers to also be socially and ecologically conscious.

7. Providers and growers pay and receive fair prices.

This is obviously quite important in order to achieve the goal off increasing locally grown and produced food choices.

In addition, we believe that in order to achieve all these goals, there needs to be an increase in local food production. This is important because in the context of our project we are feeding a large student population and will require increased supply to meet the demand.

METHODOLOGY

Community Based Action Research (CBAR) serves as a crucial learning process that helps students to learn and research through experiences in our community. This scenario of creating the "Meet Your Farmer" event for students in Place Vanier has utilized CBAR.

Almost all students living in Place Vanier are new to UBC, which include first year students, new international exchange students, or newly transferred students; therefore, it is the perfect place for an event to be held in order to introduce the concept of sustainability. This was the first year LFS 450 proposed a "Meet Your Farmer" scenario, so the guidelines were unclear and there were no previous

reports to review. In addition, the contact list that was provided in the scenario description included only Amy Frye and Andrew Rushmere from the UBC farm, thus it was difficult to make appropriate connections to other community partners.

Our group and Group 22, which was assigned to the same scenario, met weekly. Initially, we talked about ideal events that each person had, brainstormed any ideas about the event and picked a few possible event dates. Our idea of this event was to have local and organic foods, some helpful presentations for students, displays and information from campus organizations that have the same context as what we were promoting, and students gathering up in the event room listening intently, enjoying free foods, and engaging in some activities.

We started a step by step procedure of contacting stakeholders beginning with Andrew Rushmere and received a lot of helpful information, such as organizations on campus that deal with local and organic food and who to involve in our event. Because we did not have a list of specific people or organizations to contact, we gradually broadened our contact lists as we moved forward. The contacts were made through e-mails or the phone when it was necessary. We sent e-mails to possible stakeholders who might be interested in our event, including Amy Frye from the UBC farm, Steve Golob, Rene Atkinson, and Kate Ferguson from Place Vanier, Agora, Orchard Garden, and Sprouts. As we found out who were going to be attending our event, we had more clear views and could predict what would happen.

The reservation of Shrum lounge in Place Vanier was made through Kate Ferguson and we were allowed to use 6 tables and 30 chairs that were already in the lounge. There were specific policies related to hosting an event such as promotion, flyer distribution, and poster displays as to list a few. We were not allowed to distribute flyers our posters had to be submitted to Kate, who passed the posters to RAs to post around Vanier. The poster is included as Appendix A, and the poster policy at Student Housing and Hospitality Services is included as Appendix B. One booth was assigned to us on March 23,

the day before the event, for further promotion. This was another effort to publicize our event besides putting up posters and the only day we were physically there to promote to the students in Place Vanier.

Preparation of food went great with the help from Steve Golob, head chef at Place Vanier, and Rene Atkinson, assistance manager of Vanier's dining room. They wanted to know our expectations and budget before they proceed; however, they gave us an approximate amount of minimum budget they required. They suggested a minimum of 5 dollars per event participant. At the beginning of the planning of this event, we were thinking about using produce from the UBC farm, but unfortunately the farm did not have anything available due to the time of year. Therefore, Steve Golob and Rene Atkinson prepared everything, including food, drinks, cutlery, napkins, and plates.

The first and main challenge we faced was funding. We filled out an application to UBC Student Environment Center (SEC) asking for a funding. We predicted that we would receive about 300 dollars but actually received 100 dollars in the end. Also, SEC had forgotten about our funding application during the 2-week Olympic break so we had to remind them and wait for a long approval through voting. We sought for donations and funding from possible companies and organizations, such as Discovery Organic, Whole Foods, and Choices since we had a very tight budget. Discovery Organic, a company that had a different context from what we were promoting through our event, could not support us via funding or food donation. Whole Foods required an application 6 to 8 weeks prior to the event but by the time we knew about the Whole Foods, it was just a few weeks before the event. Fortunately, instead of filling out the application form, we got in touch with Christine Robertson, the person in charge of donations from Whole Foods in Kitsilano area. We received a large wheel of Avalon aged cheddar and Raincoast crisps.

During the rest of the regular group meetings, we made a huge "Meet Your Farmer" banner, a map of UBC farm connections, decorations, and a paper farmer for an activity called "Pin the Rake on the Farmer." In addition, details of the event and any up-and-coming problems raised during our process were smoothed out as we worked cooperatively.

On the day of "Meet Your Farmer", we met four hours prior to the event hour to set up displays and posters, arrange tables and chairs, and discuss the details of the event with stakeholders and with group members. A projector and screen was also set for videos and guest speakers to be used. When fresh and eye-catching foods were ready to be served and our background music was on, the event officially began. Students walked by asking us what was going on and eventually the room was full of people enjoying food, browsing the displays and posters, talking to the representatives from UBC Farm, LFS Orchard Garden, Agora and Sprouting Chefs and waiting for the presentations. The whole process went smoothly, and all participating students, community partners, several teaching assistants who visited and us enjoyed the event.

We distributed a post-event survey (Appendix D) to the students who attended as our method of research. The surveys were filled out on the spot as some people might not be willing to devote their time after the event without supervision from us. The sample size of the survey was 46. We are not sure about how many students attended the event in total, but we believe there was a very high response rate for the survey; only a few students left without filling out the survey. Even though the event was targeting the first year students who live in Place Vanier, we welcomed everybody who showed up. We made available a pamphlet highlighting volunteer opportunities on campus with the UBC Farm, Sprouting Chefs, Agora, and the LFS Orchard Garden (Appendix C).

FINDINGS AND DISCUSSION

We designed a survey to collect the feedback from event participants in Place Vanier and a brief questionnaire for the stakeholders in this event.

1. Surveying participants

It was estimated that over 50 students attended, and we collected 46 qualified questionnaires.

We delivered the questions in three different formats.

- Question 1 asked about the awareness of UBC farm, and students chose between “yes” or “no”. 91% participants expressed that they have heard of UBC Farm before they attended the event “Meet Your Farmer” (Appendix F, Figure 1.1).
- For questions with multiple choices, we set “not at all” as 1 and “a lot” as 5 to quantify the responses. Collectively, these students gave very positive responses toward the event. When they were asked about the degree of enjoyment, the students rated this event at 4.63 ± 0.53 . When asked whether this event would influence their food choices, the students gave an average rating at 3.73 ± 0.93 . For the volunteering opportunities at UBC Farm, the average students’ interest was at 3.61 ± 1.21 . A majority of the students acknowledged that the event had greatly increased their interest in UBC Farm, with the average rating at 4.24 ± 0.74 . Lastly, a 4.28 ± 0.75 out of 5 was given when they were asked to evaluate the effect of the event on their understanding of UBC Farm (Appendix F, Figure 1.2).
- Three open-ended questions were included in the survey. When they were asked how they knew about this event, nearly half of the students (26 out of 57) expressed they just happened to pass by. About one quarter students (15 out of 57) were informed by their friends. Only around 12% students (7 out of 57) obtained the information directly from the event poster (Appendix F, Figure 1.3). This shows that an area for improvement for future events would be publicity which is outlined in our recommendations. When asked what other type(s) of information they would like to see at future events, 2 students wanted to know the access to fresh farm produce, while 2 other students inquired about more information of UBC Farm’s history. Other responses include: food security, nutrition information and more volunteering opportunities (Appendix F, Figure 1.4). The request for fresh food from the UBC farm ties into our recommendation for holding the event during September. When they were asked to give suggestions for improvement, 5 students thought

that the event required more promotion among students, and 4 students preferred this event being held in September (Appendix F, Figure 1.5).

2. Feedback from stakeholders

We emailed Amy Frye, Steve Golob and Rene Atkinson to receive their comments and any improvements for future events (Appendix E). Their responses are summarized below:

From Amy Frye –

- The communication between stakeholders and LFS 450 students was clear
- This event was well organized and moderately achieved its purpose
- The information from Sprouting Chefs deviated somewhat from the event topic
- The length of other presentations and the information from them were suitable to the students in Place Vanier
- The venue selected for this event could not attract more audience because relatively fewer students passed by it
- The displays for this event were appropriate (e.g. the campus food system map) but insufficient to the entirety
- If this event could be held in fall, it would be much better because the UBC farm could provide more produce
- A template for this event would facilitate a more effective delivery of the relevant information

From Steve Golob –

- The event was organized well, and the communications were clear
- The work load for the event was suitable, but the working time was longer than expected; the amount of food was sufficient
- If a similar event is planned in the future, it will be better to deliver more information to students and give enough time for preparation

- Tuesdays, Wednesdays and Thursdays are first choice for such event

RECOMMENDATIONS

After reviewing the results of our surveys and feedback from the stakeholders, we developed some recommendations for future events to flow better.

For the CSFS, UBCFS, and the teaching team:

1. Consider a similar “Meet Your Farmer” event at Totem Park Residence.

Both Place Vanier and Totem Park Residence have similar population – 1st year students.

Hosting a similar event will allow even more students to be involved in the local food system, creating a mindset to support sustainable agriculture and make environmental friendly food choices that will hopefully continue for years to come. It will also push UBC Food Services to incorporate more local food choices into their menus.

2. Teaching team can provide more contact information and a list of possible funding resources at the beginning of the project.

As the first group to work on this scenario, we could not review previous projects and be provided with a sufficient list of contact and funding information. It will be very helpful for the teaching team to assemble a more extensive list or be of guidance on this matter.

For future LFS 450 colleagues:

1. If possible, host the event at the beginning of the school year, preferably in September.

The beginning of a school year is when first year students are acquainting themselves with each other and seeking ways to get involved on campus. Therefore, this will be a suitable time to offer volunteering opportunities on the UBC Farm, Orchard Garden, and any other related

organizations. Interested students can even visit the farm while the weather is still warm.

Furthermore, a fall event will allow the UBC Farm to showcase more of their produce since they are in season, and perhaps even donate some towards catering food samples that include fresh local harvest.

2. Consider funding options and/or contact food organizations for food donations, such as the UBC Student Environment Center, as soon as possible.

As an event to raise awareness and support local food options available in Place Vanier's cafeteria, we felt that featuring food samples from the head chef is important. In addition, free food is always a great attraction for participants. As such, money is required for catering these dishes. Since funding applications require time to be processed, it is crucial to establish an event outline and apply for funding during the early stages. Food donations should be requested as early as possible as well to allow time for application processing.

3. Have the UBC Farm showcase its local/organic produce at the event and incorporate some into the food sample selection.

This will give participants a closer experience with the farm than just browsing displays. At the same time, it will decrease the budget burden on the LFS students, if they plan to include food samples for the event.

4. Increase promotional efforts and carefully consider the choice of venue.

More promotion will, of course, draw more attendance at the event. Out of the 46 students who filled out our survey, only 7 stated that they found out about the event through posters that we put up. This shows the importance of creating more attractive posters to notify students, but at the same time, beware of certain policies in the residence – for example, passing out flyers might not be allowed. Contacting residence advisors will also help raise awareness as they might be able to email individual students. The event area should be open and welcoming for students who pass by but also suitable for guest speakers to give presentations. Our

stakeholders suggested more visible signs and attractive decorations to draw students in if the venue is more enclosed.

5. As an information event, invite guest speakers relevant to the context of the project and increase the number of displays.

It is essential to strengthen these two factors in order for students to make connections to the goal of the event. Inviting relevant organizations such as Sprouts and Agora to give presentations will allow student to be more aware of available resources on campus and increase their interest for getting involved with the local food system. One member from the LFS group can even give a presentation to further put the project's goal into context and focus on general topics including, but not limited to, what is local and organic foods and why they are important, and certain environmental concepts. Making a display for this type of information will contribute to the resource pool for other events in the future. Displays should be made changeable, whenever possible, to allow updates.

CONCLUSION

The "Meet Your Farmer" event was successfully organized by our group and group 22. Since it was the first year to have the event, there were some logistical challenges in contacting community partners and securing funding. The results of our survey indicate that the event successfully increased students' awareness about the UBC Farm, the impact of their food choices, and volunteer opportunities on campus. Positive feedback from our community contacts about the event also increases our conviction that the event was successful. Increasing awareness is an important step in changing people's behavior, and in our society consumer demand can play a large role in determining the way products are produced. This includes food products; there would be no organic food industry if nobody was buying organic food, and the UBC farm would have more difficulty staying afloat if not for the popularity of their produce. First year students are an ideal group to provide with a "Meet Your Farmer" event because for many it is the first time living away from home, so they have more control over their food choices. Also, targeting an event at first year students allows for the expansion of their interest in the UBC Farm and other on-campus initiatives over their next few years at UBC, and perhaps some student may be so interested that they change the course of their studies. It is no surprise that there were logistical challenges for our groups when organizing this event, since it was the first time the event was held and any event is bound to have challenges. This event is also well placed as part of the UBC Food Security Project because it aligns with its goals to increase the food sustainability on campus. The value of holding this event and other similar events is worth overcoming those challenges due to its potential to increase awareness about local food choices on campus.

REFERENCES

Eshel, G., and P. A. Martin. (2006). "Diet, energy, and global warming". *Earth Interactions* 10 (9): 1-17.

LFS 450 PRESENTS


MEET YOUR FARMER


MARCH 24TH 5PM
AT VANIER COMMONS

THIS IS YOUR CHANCE TO FIND OUT
WHERE SOME OF YOUR FOOD COMES FROM!

LEARN ABOUT LOCAL AND ORGANIC PRODUCE,
SUSTAINABILITY AND MUCH MORE

JOIN US FOR
FREE FOOD
FUN AND GAMES

 **ubcfarm**
AT THE UNIVERSITY OF BRITISH COLUMBIA

 **Sprouting Chefs**

STEVE GOLOB VANIER RESIDENT CHEF

FOR MORE INFO: MEETYOURFARMER@GMAIL.COM

APPENDIX B: POSTER POLICY FOR RESIDENCE



August 2009

To: Colleagues
From: Janice Robinson
Director Residence Life
Re: Posters/Fliers for posting in Rez - **2009** update

If you're offering an **educational program, workshop or lecture** and would like to have it promoted in residence, the residence life staff are glad to assist you as described below. Regrets, we're **not** able to advertise social events.

If you:

- sort the specified number of posters into the residence groupings listed below,
- label each bundle with the residence area name, and
- drop them at the **Student Housing & Hospitality Services Main Office**, located at Marine Drive residence, in Building #6.

Or campus-mail them to:

Attn: Debbie Lavery
Student Housing & Hospitality Services - Main Office
Marine Drive #6 - 2205 Lower Mall
Campus Mail Zone 4

Don't want to distribute this many posters? Not a problem; just select your preferred residence area(s) and send the specified number of posters for those areas. Please do not send 'partial' numbers for a residence, or your poster will not be distributed.

Here's the important part: Posters must be received at the SHHS Main Office at Marine Drive Building #6 no later than **WEDNESDAY afternoon**. Posters will typically be distributed throughout the residences during the following week.

Here are the new numbers for 09-10:

Totem Park	37
Place Vanier	62
Walter Gage	64
Fairview Crescent	7
Ritsumeikan-UBC House	3
Marine Drive	65
Thunderbird	12
Acadia Park	1
Programme Resource Centre	1

Volunteer Opportunities

UBC Farm

For a list of volunteer positions
and more info, visit:

<http://www.landfood.ubc.ca/ubcfarm/volunteer.php>

Contact Info: Visit the Website!



Sprouting Chefs

More information:

<http://www.sproutingchefs.com/ContactUs.aspx>

Contact Info: info@sproutingchefs.com



Agora

Visit Agora's Blog for more info:

<http://blogs.landfood.ubc.ca/agora/>

Contact Info: Agora.eats@gmail.com



LFS Orchard Garden

Contact Info: lfsgarden@gmail.com

APPENDIX D: SURVEY TO EVENT PARTICIPANTS

“Meet Your Farmer” at Place Vanier: Feedback Survey

1. Were you aware of the UBC Farm prior to attending this event? *(Please circle answer)*

Yes

No

2. Do you feel that this event gave you a good idea of what the UBC Farm does and the values it promotes? *(Please circle answer)*

Yes

No

3. Did this event increase your interest in the UBC Farm? *(Please circle answer)*

Yes

No

4. Are you interested in following-up on any of the volunteering opportunities presented? *(Please circle answer)*

Yes

No

5. To what degree do you think the information presented at this event will influence your food choices? *(Please rate from 1 to 5, where 1 = no influence at all, and 5 = a lot of influence)*

1

2

3

4

5

6. How enjoyable did you find this event? *(Please rate from 1 to 5, where 1 = not at all, and 5 = a lot)*

1

2

3

4

5

7. What other types of information would you have liked to see at this event?

8. How did you find out about this event? *(Please circle all that apply)*

RA

Poster

Word of mouth

Happened to pass by during event

Other *(please specify)*:

9. Do you have any suggestions for how this event could be improved for next year?

APPENDIX E: SURVEY TO STAKEHOLDERS

i. Amy Frye

Hi Amy,

First, thanks for coming to the event and for the great presentation about the farm! Based on a preliminary glance at the surveys it looks like people learnt a lot about the farm.

We also want to know what you thought of the event. We will use this feedback to make more well informed recommendations in our report, so that the event will improve for future years. We would be happy to hear any general thoughts, and below are some questions. If you have the time we would be interested to hear your thoughts.

- 1) What is your opinion about the level and clarity of communication between the AGSC 450 students and yourself?
- 2) How well do you think the event achieved its purpose as an outreach opportunity for the UBC farm?
- 3) Were there any challenges that you experienced as a participant?
- 4) Do you have any suggestions for how the event could be improved?
- 5) What is your opinion about the sufficiency and appropriateness of the displays we supplied?

Thanks!

ii. Steve Golob and Rene Atkinson

Dear Rene & Steve,

Rene, thank you for your involvement and planning out the logistics of the whole event. And Steve, thank you for attending our event and giving such an interesting presentation. The food you prepared was phenomenal and you're a great speaker. Based on a preliminary glance at the surveys it looks like people learnt a lot about the farm.

We also want to know what you thought of the event. We will use this feedback to make more well informed recommendations in our report, so that the event will improve for future years. We would be happy to hear any general thoughts, and below are some questions. If you have the time we would be interested to hear your thoughts. Rene, I know you can't answer all these questions as you had to step out, but any feedback would be appreciated.

- 1) What is your opinion about the level and clarity of communication between the LFS 450 students and yourself?
- 2) How do you feel about the volume of food provided and the additional work load from having to obtain & prepare that food
- 3) Were there any challenges that you experienced as a participant?
- 4) Do you have any suggestions for how the event could be improved?
- 5) What is your opinion about the sufficiency and appropriateness of the displays we supplied?

I have attached some pictures of the event, and I intend to give you our full report once it's finished. Please let me know if you need anything else from us. It was a pleasure working with you two. Thank you for making it so easy for us. I look forward to hearing from you.

APPENDIX G: SURVEY RESULTS – GRAPHS

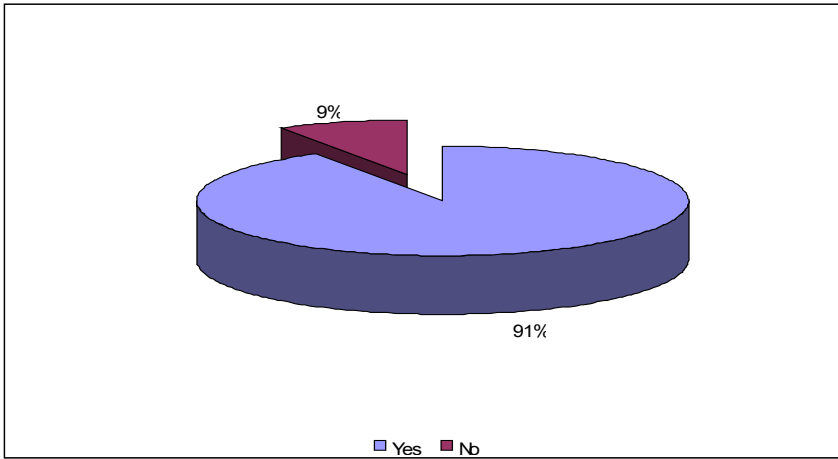


Figure 1.1 Awareness of UBC Farm among students prior to attending this event (n = 46)

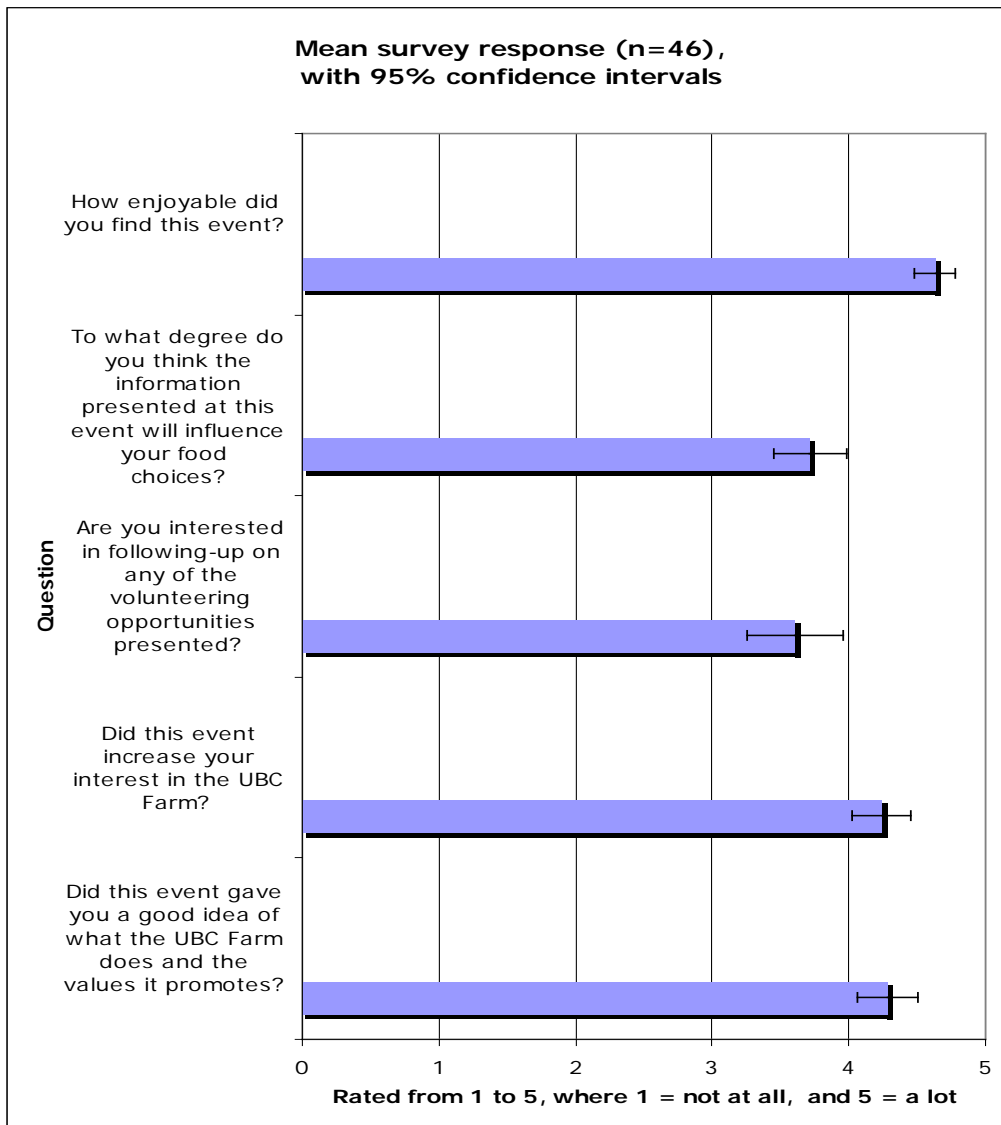


Figure 1.2 Students' feedback toward survey questions (n = 46)

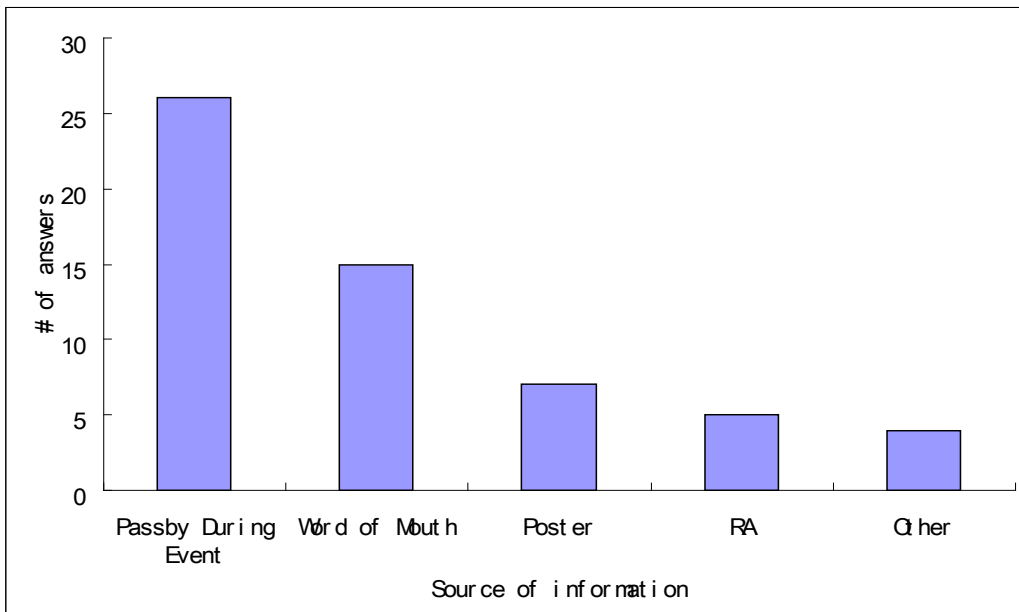


Figure 1.3 Source of information for students about this event (n = 57)

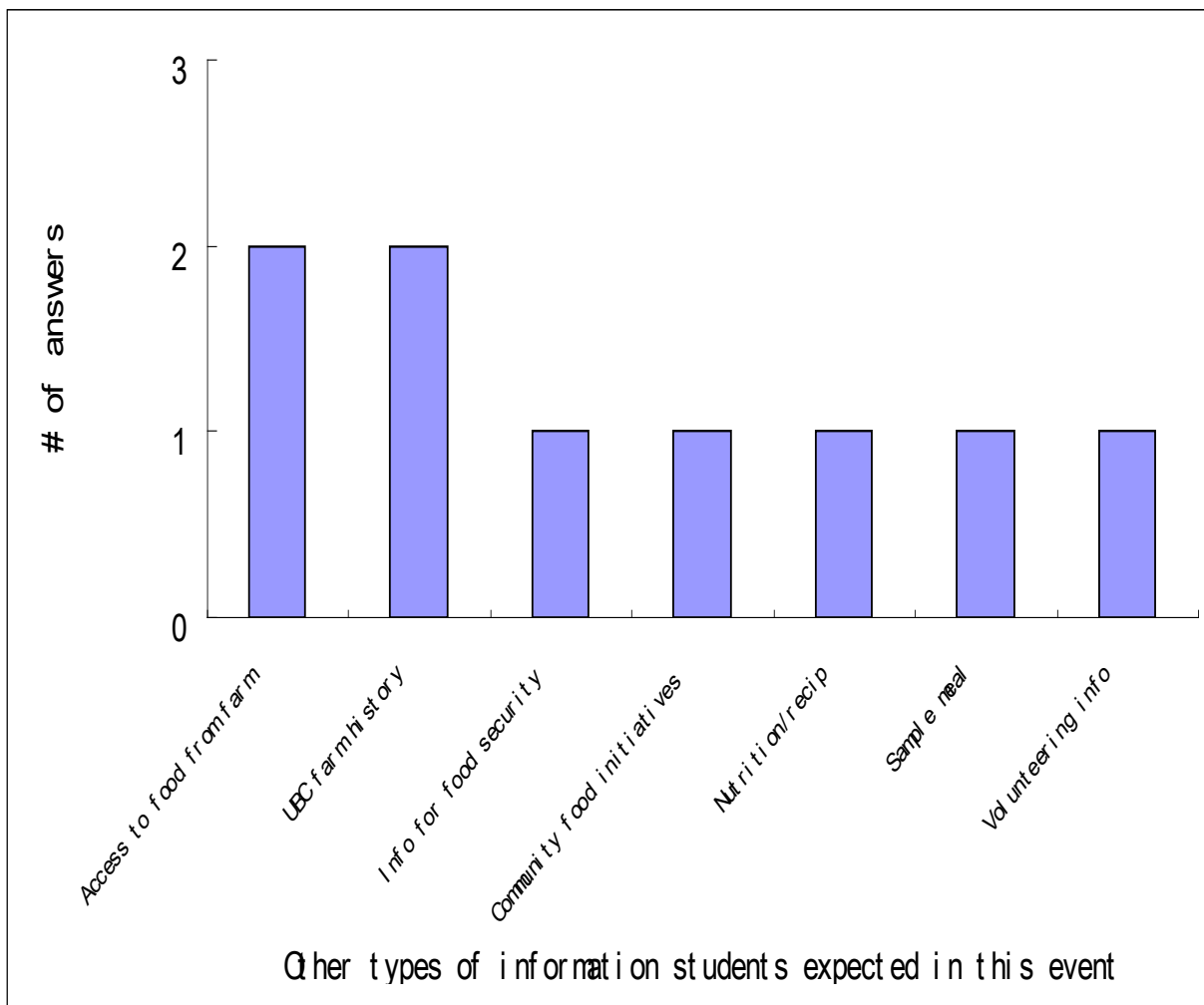


Figure 1.4 Other types of information that students expected in this event (n = 9)

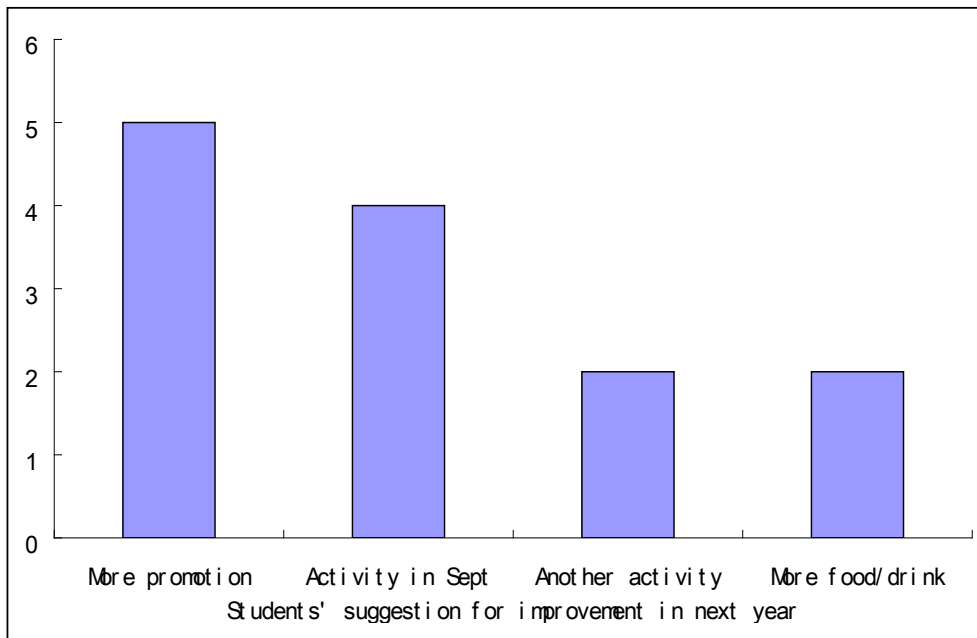


Figure 1.5 Suggestion from students for improvement in next year (n = 13)

“MEET YOUR FARMER”
AT PLACE VANIER
2010 EVENT TEMPLATE

BY GROUPS 11 & 22 OF LFS 450

TASK:

Put together an event package for UBC Farm and Vanier Residence that details all parts of the event such that it could be recreated by a team who has no previous knowledge of the event. Project template should include a rationale for the project, clear project timeline, important contact information, detailed event description, etc.

INTRODUCTION

In a collaboration between the LFS 450 Teaching Team and the Center for Sustainable Food Systems (CSFS) at the UBC Farm, students from LFS 450 in the Faculty of Land and Food Systems were assigned the task of planning and implementing this event during the second term. This was the first time that such an event had been attempted at Vanier Place, and we hope that the information provided in this event template will be useful to anyone wishing to duplicate the event in the future.

RATIONALE/GOAL STATEMENT

This event was conceived to engage students in Vanier Residence at UBC in a discussion of issues surrounding food production. Using the UBC Farm as our primary focus, we wanted to educate students about local and organic food production and the importance of making eco-friendly food choices so that they would in turn feel empowered to make sustainable, healthy food choices in their daily lives. As a means of improving their self-efficacy in relation to making healthy, sustainable food choices, we wanted to raise their awareness about UBC Farm-related food choices that were available right in the Vanier Place Cafeteria, as well as other food outlets on campus. Last but not least, we wanted to inform students of food-centric initiatives on campus with which they could volunteer and learn more about sustainable food production and consumption.

OUR VISION

We wanted to maintain focus on the UBC Farm, a primary stakeholder and major driving force at UBC for study and implementation of sustainable food systems, but also include a variety of campus groups who fit into the theme of local food production and consumption. The goal was to create a fun, interactive, informal but ultimately educational event that would highlight some of the sustainability efforts being practiced by UBC Food Services (UBCFS) and the UBC Farm. To this end a representative from both the farm and Vanier Cafeteria was invited to speak at the event, foods made by Vanier's chef featuring local produce were provided for free to attendees, and several food-centric campus groups were invited to set up promotional/educational displays at the event.

DETAILED EVENT DESCRIPTION

This event was held on March 24, 2010 from 5pm-7pm in the Shrum Lounge located in the Place Vanier commons space. There was a lavish spread of food available including Avalon aged cheddar and Raincoast crisps donated by Whole Foods, and a variety dishes and dips prepared by the Vanier cafeteria cooking staff. The spread included:

- mini chicken souvlaki skewers with dipping sauce, 200
- carrot & squash dip, 3 L
- babagnoush, 3 L
- potato, squash, carrot and swiss chard mix, 10 kg
- mesclun mix with balsamic dressing, 1.5 kg
- pita triangles seasoned with Z'atar, 192 packages
- Crystal bulk beverage, 8 L

There were booths in Shrum Lounge featuring the UBC Farm, the LFS Orchard Garden, Agora, and Sprouting Chefs. The first half of the event gave students the opportunity to mingle, interact with representatives from the aforementioned groups, and help themselves to food. A projector screen and seating was set up in one section of the lounge, and the second half of the event featured a series of three 15-minute presentations by Amy Frye (UBC Farm), Steve Golob (Vanier cafeteria), and Barbara McMahan (Sprouting Chefs). After the presentations were over there was another 15-20 minutes for everyone to mingle before the event officially came to an end. Throughout the event all participants leaving Shrum Lounge were asked to fill out an evaluation survey for the event and given an information card listing relevant volunteer opportunities.

TIMELINE

Late January – mid February

- Contact all primary stakeholders for their availabilities and input regarding the event
- Create a vision for the event
- Secure venue for the event
- Start contacting relevant groups/individuals whom you wish to participate in the event
- Create a budget for your event and start investigating your funding options

Vision

It is important to have a vision for how you want the event to go and what you want it to accomplish. A good way to start is to visit the venue location and get an idea of what you will have at your disposal in terms of space, furniture, etc. This will shape your idea of how you want the event to be set up.

Contacts

1. The first people to contact are the stakeholders you would like involved – ask if they have specific expectations for the event, and check their availabilities
2. Once a date and time has been chosen contact the appropriate people in Vanier to secure your venue
 - important to have stakeholders on board and up to date on event plans before contacting those in charge of reserving the venue.
3. Once you have stakeholders on board and the venue secured contact relevant groups/individuals regarding their participation in the event
 - ask them about their volunteer opportunities
 - check if they want to have a booth, or send a representative to the event
 - where applicable, ask specific individuals to speak at the event

Funding

There are several bodies at UBC that award funds to projects that promote sustainability, but in order to apply for funding you need to have:

- a brief idea/outline of the actual event
- an explanation of how your event aligns with the values a particular organization is trying to promote
- an idea of your event budget (i.e. how much you think you'll need and how the money will be spent)

Funding applications should be submitted as soon as possible as the process takes time. If this event is being planned and implemented as a course project check with the instructor on the status of funds available.

We were able to obtain \$100 from the [Student Environment Center](#) (SEC).

It is worthwhile to check with environmentally-friendly retailers for donations, but this should also be done as early as possible as applications take time to be processed. Suggestions of places to check with include: Happy Planet, Whole Foods

Mid-February - early March

- Promote your event
- Update stakeholders and participating organizations as needed
- Finalize event participants

Promotions

Promotion is key for an event geared towards students. Students are busy people and the more you promote to raise interest the better your chances of having a good turnout. Make sure you know the policies in place before starting promotion (for example some residences have strict postering policies).

Some of the things that we did to promote the event included:

- creating a small poster for Resident Advisors to put up on their floors (see Appendix A)
- creating a banner for day-of advertising
- asking Resident Advisors to tell their resident about the event
- dressing up as vegetables a day before the event and talking to students in the Vanier common space

Continued Updates

Don't forget to keep in touch with stakeholders and event participants so they stay updated on your progress and have the opportunity to offer suggestions throughout. It works better if only one or two people are in charge of contacting community partners.

Finalize List of Event Participants

This is important for ensuring that the appropriate reservations can be made for tables, chairs, etc. and that participants have time to put together materials for the event.

A Week Prior to the Event

- o Create evaluation tool
- o Confirm guests

Evaluation Tool

In order to get a sense of how well you accomplished your objectives some form of evaluation tool is in order. We used a survey for this can be found in Appendix B. A consent form must accompany the survey if this event is being held as part of a course project.

Guest Confirmation

Send a quick reminder to your speakers and anyone planning to have a booth present at the event. Also use this opportunity to double-check on materials they plan on bringing and any technology they may require at the event.

Day of Event

On the day of the event give yourself plenty of time to get set up. If offering food make sure the food is inside the space and not right in front to discourage people from grabbing food and running. Make sure that participating groups and speakers have access to what they need (tables, chairs, projectors).

After the event make sure you thank all participating groups and individuals for their help in the event; and get their feedback on the event if possible.

CONTACT INFORMATION

Key stakeholders:

Steve Golob, head chef at Place Vanier: golob@interchange.ubc.ca
 Amy Frye from UBC farm: amy.frye@ubc.ca

Relevant Groups

LFS Orchard Garden: lfsgarden@gmail.com
 Agora: agora.gm@gmail.com
 Sprouts: ubcsprouts@gmail.com

Venue

Kate Ferguson Assistant Director Residence Life: Kate.Ferguson@ubc.ca
 Cate Rankin Residence Life Manager Cate.Rankin@ubc.ca
 Jason Moore, Residence Front Desk Services Coordinator