

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

Developing Outreach Initiatives for Sprouts:

The Sprouts Box and Buying Club

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LFS 450

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Developing Outreach Initiatives for Sprouts:

The Sprouts Box and Buying Club

Group 15: Scenario 7

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Land Food and Community III: LFS 450

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Abstract

Group 15 was assigned to scenario 7, "Identifying a Direction of Food System Education Outreach at Sprouts." (UBCFSP, 2010) The group met with Sprouts Coordinators, who identified the Sprouts Box and the Buying Club for the group to work on. The task for Sprouts box was to expand cliental base and help to expand box program. The main focus in regards to the Buying Club was to attract more customers. The group did the on-line research of other box program and buying clubs. Group members sent emails to some clubs at UBC to introduce Buying Club.

The main findings in regards to these two programs were that outreach was lacking, and several aspects of these programs make them inaccessible to some people: Sprouts boxes come in 2 sizes only; all boxes contain the same food items, which may not be appropriate for everyone; the buying club is for large groups only and is not appropriate for individuals. Communication between both the Sprouts Box and Buying Club members was lacking.

We have the following recommendations: Sprouts Box can make the program convenient by offering more than one pick-up time; offer a variety of both box sizes and content variety; and increase the communication among its customers by online communication tools. Our recommendations in regards to the buying club and Sprouts box outreach initiatives are to distribute flyers around campus, develop a short presentation for a pre-class lecture and set up a promotional booth around campus to advertise these two programs.

Introduction

We are a group of fourth year students studying in the faculty of Land and Food systems at the University of British Columbia. We come from a diverse study background; our specializations consist of applied animal biology, nutritional sciences and a double major in food and nutritional science. This diversity allowed our group to take on different perspectives while working on our term project. For the UBC food System Project (UBCFSP), our group was assigned to work in partner with Sprouts, a student volunteer operated organization at UBC.

Sprouts is a student run operation that strives to connect people with their food and the people that grow it (UBC Sprouts, 2008-2009). This operation started in 1997 as the Natural food co-op; in 2004, the co-op was relocated to the Student Union Building (SUB) and renamed "Spouts" (UBC Sprouts, 2008-2009). Some of the services that Sprouts offers are: a cafe,

grocery store, green box delivery program, bulk buying club and the community eats program (UBC Sprouts, 2008-2009). The cafe offers hot lunches, coffee and locally grown organic produce which allows minimization of packaging and delivery with no price mark-ups. The student run grocery store provides services such as the green box delivery program and bulk buying club which offers students to buy affordable local organic produce. Community Eats is offered every Friday where students pay by donation for a hot lunch (UBC Sprouts, 2008-2009).

All of Sprouts services are non-profit and operated by volunteers; they support the educational and outreach programs offered by Sprouts. By offering such services, the UBC community has the option to learn more about sustainability and have the chance to make better food choices. Their main objective is to increase awareness and availability of local, organic food in the UBC community (UBC Sprouts, 2008-2009). Sprout's initiatives include making ".....healthy, affordable, and sustainably produced food accessible to everyone on campus" (UBC Sprouts, 2008-2009). Sprouts also strives to increase awareness of other local food production systems that promote sustainable practices (UBC Sprouts, 2008-2009). As mentioned earlier, the focus of this project is to raise awareness of the programs Sprouts offers in the UBC community. Our group has been assigned to focus on two specific programs: the Bulk buying club and the Sprouts Box program.

Sprouts Box:

This year was Sprouts first year implementing the Sprouts box delivery system (UBC Sprouts, 2008-2009). Sprouts offers a weekly delivery system (by bicycle) of fresh, local, seasonal and organic produce to its customers (UBC Sprouts, 2008-2009). Sprouts currently offers two different box options, a small box for \$15 and a large box for \$20; the small box is

recommended for household of 2-3 people and the large box is recommended for 3 or more people. Both boxes contain the same items but in different quantities; contents are local, organic and seasonal produce. Due the success of the box program and the new office space that Sprouts acquired this year, they would like to expand their Sprouts box project to include a pick-up version of the Sprouts box.

Sprouts Buying Club:

The Sprouts Buying Club is one of the outreach projects operating within the UBC community. The goal of the buying club is to “maximize student access” to cheap, organic, wholesale goods (UBC Sprouts, 2008-2009). The Buying Club allows students and community members to buy local and organic food at no mark-up directly from their distributors. Community members must purchase a membership to the club before they are able to place orders; membership to Sprouts costs only one dollar per person. Membership is valid until the end of each school year in April. Orders are done in person at Sprouts; several different ordering catalogues exist and can be viewed both on-line and at Sprouts.

Problem Definition

For this project, our group was assigned to scenario 7: "identify a direction of food system education outreach at Sprouts" (UBCFSP Scenarios, 2010), specifically pertaining to the Sprouts box and buying club. We have been assigned by Sprouts to two specific tasks: 1. Help Sprouts develop a pick-up version of their Sprouts Box program. 2. Help develop outreach initiatives for both the Sprouts box pick-up program and the buying club. Sprouts' coordinators communicated with us that outreach for their programs is lacking. The reason for the lack of awareness could be due to the lack of opportunities Sprouts has to promote itself. Because

Sprouts is located in a back corner of the basement of the Student Union Building (SUB), many students may not know of its existence. Thus, the main reason for Sprouts' struggle is most likely due to an inconvenient location and lack of promotion. This issue is not only present at UBC or with Sprouts, but can also be found in some small local markets (Hinshaw, 2010); as compared to big corporations like Save-on Foods and The Great Canadian Superstores, many local markets are family owned and usually settled in deserted areas where only neighbouring residents visit (Hinshaw, 2010). They also don't have the luxury to have big advertisements every week and low prices like their rivals can offer (Fulmer, 2008). This becomes an issue since the amount of these small local markets is at risk of being replaced which makes the accessibility of these goods at risk as well (Hinshaw, 2010).

7 Guiding Principles

For the 7 guiding principles, our group went through each one individually and came up with our own reasons to why we agree or disagree with the 7 guiding principles. Overall, as a group, majority of us agree to all 7 guiding principles, while two of us disagree with 2 of the 7 guiding principles. We agreed/disagreed based on whether we believe it promotes a sustainable food system and protects and enhances diversity and quality of the ecosystem. We agreed that food should be "locally grown, produced and processed", because this minimizes resources used for packaging and transporting. We had some debate on whether "Waste must be recycled or composted locally." Two of our group members suggested that majority of the waste should be recycled locally; however, some waste may need to be sorted and sent to specific locations to prevent chemical contamination, such as batteries recycle.

We agreed that "Food is ethnically diverse, affordable, safe and nutritious" if the community is diverse, but will have to keep into considerations of importing certain foods that are not grown in Canada. In terms of "Providers and educators [promoting] awareness among consumers about cultivation, processing, ingredients and nutrition", three of our members agreed with it since this allows consumers to be more informed when choosing healthier products; the rest of us believe that strict regulations must be enforced in this principle to prevent companies to over-promote certain "healthy" points. This is to prevent producers from misleading consumers into believing the product they consume is more health-beneficial than it really is. We all agreed that "Food brings people together and enhances community." It doesn't matter what race or culture one may grow up in, food can always be a connection between communities through sharing food and exchanging recipes. We agreed that food "produced by socially, ecologically conscious producers" will be higher in nutritious values and prevents over-depletion of our resources. And lastly, we all agreed that "Providers and growers pay and receive fair prices" since this will maintain the economy. If providers underpays the growers, they will not be able to continue their work; If the provider overcharges the product, the demand for the product will also be reduced , which means that growers and consumers are the ones that suffers if a fair trade is not established.

Methodology

Sprouts Box

The first initiative that our group took to understand the inner working of the Sprouts box program was to meet with the Sprouts box coordination team and help them assemble the Sprouts boxes for that particular week. This allowed us to see for ourselves what types of

produce went into the boxes each week as well as an idea as to where the produce came from. This experience also gave us the opportunity to ask specific questions about the Sprouts box program. After our box coordination session our group was ready to research other produce box programs to help us develop ideas to expand the existing program at Sprouts.

Rather than go out by foot, our group thought that the best method to research other box programs would be through the internet. As we hypothesized, there were hundreds of web sites geared towards green box programs; companies varied from huge corporations to other small initiatives at other colleges and universities. Some companies were geared towards sustainability where they only sold organic, local and seasonal produce; while other companies sold only conventional produce. To keep within Sprout's initiatives we concentrated our focus on the companies that held the same belief system as Sprouts in regards to sustainability.

After our group conducted and compiled our research on other box programs we felt that we were ready to come up with outreach initiatives that might work around the UBC campus and surrounding areas. Our different ideas were based from our own experiences around campus; different hot spots on campus are obviously the best places for advertisement. We took these places into considerations as well as those that may not be so obvious such as dormitories and residences.

Sprouts Buying Club:

In order to understand the inner workings of the Sprouts buying club our group members met with the head coordinator of the program (Scott Newson). The coordinator explained how the system was run; he also explained that that the most pressing issue with the buying club was the lack of customers. As a group, we decided the best way to approach this issue was to take a look at the bulk-buy catalogues to get an idea of the kinds of items offered so we knew who our

target audience would be. As seen with researching other produce box programs, we as a group also felt that searching the internet for bulk-buy programs would be the most efficient method to attain additional information.

As a group, we decided that our target audience should be either groups of students, families, or clubs at UBC. As mentioned by buying club coordinators, the buying club is not really well set-up for individual students; goods are ordered in larger quantities and therefore would not be efficient for individual student use. After these considerations our group made a list of our targeted groups which include: UBC clubs, private residents near or on campus, and student dormitories with kitchens.

We selected twenty clubs (please see appendix 2) and organizations from the information provided by the AMS insider 2009-2010 agenda. The rationale for choosing the clubs were: choosing clubs that might care about their ecological footprint in regards to the food system (e.g. UBC Food Society, Friends of UBC Farm), clubs that may be prone to food insecurity issues (e.g. Single Parents on Campus), those that care about the environment (e.g. Friend of Wetlands, Forestry Undergraduate Society) and those that care about the health of others (e.g. Heart club, Pre-Med Society). After our group had a list of contacts we decided that best way to contact these groups was through email; we chose this route of communication because it is fast, efficient, has a low carbon footprint and a lot of information can be passed through an email. Emails were sent out to the 20 different clubs on March 24th. In our letter that we explained what the bulk-buy club is, what kinds of items are offered as well as advertised that it is both affordable and sustainable. For a copy of the letter please see appendix 1.

One last area that our group wanted to explore was residents and dormitories around or near the UBC campus that may have students and/or families that may be interested in the

Sprouts buying club. We thought that the best way to reach out to these community members was to put up posters and give out flyers in their areas. One of our group members contacted Rana Hakami, who is the coordinator at Gage Residences of UBC to inquire about the idea of putting flyers in the residences mail boxes. Another member attained contact information for the following residences in the UBC area: Conferences and Accommodation at UBC, St. Andrew's Hall, Fraser Hall, Pan Hellenic House, St. John's College, Green College, Carey Hall, Triumph House, Vancouver School of Theology, Marine Drive, Thunderbird Residence, and Acadia Park (Please refer to appendix 4 for full contact list).

Findings

Sprouts box:

The current Sprouts box program is delivery only, once a week by bicycle. Current box options are small and large with no choice on content; all boxes receive the same produce just in different quantities. But due to the new office space that Sprouts currently acquired allowing additional storage capacity, they can expand their box program to include a pick-up version. The areas where the current box program could be expanded are different size and content options. As seen with other produce box programs such as the one at the University of Regina (n.d.), Sprouts could offer different size options that would increase the accessibility to both individual students and large groups. Sprouts could also offer content variety such as a fruit-only box scheme or a grocer-box scheme that could include other items such as bread or eggs (Garden Party, 2010). One last area that could be expanded is communication among Sprouts club members; current members receive weekly emails that include recipes and up and coming items (UBC Sprouts, 2008-2009). Sprouts could develop a webpage with a discussion board or even

use Facebook to attract new members or to help increase communication between its current members and attract new members to their programs.

Sprouts Buying Club:

Our group's key finding during the span of this project in regards to Sprouts' bulk-buy club is that outreach is lacking. In order to develop a stronger cliental base more advertising is necessary. Because the buying club is not feasible for the individual student, Sprouts need to target a larger audience such as families and clubs. Another finding in regards to the buying club is that communication between its members and potential new members is essential; a communication outlet such as Facebook or email could help members coordinate their orders, increase the programs awareness as well as provide an outlet where new people could be invited to join the buying club. This resource could also be used to advertise popular and/or upcoming new items. Currently, Sprouts has a link ("Guide to its distributors") on their Buying Club page that gives a brief overview of what items are offered by their three different distributors (UBC Sprouts, 2008-2009); this tool is extremely useful in helping new members navigate through the different catalogues.

During the span of this project, our team emailed 20 different UBC clubs (see appendix 2 for complete list of clubs) a letter (please see appendix 1) that explained what the buying club at sprouts is and how it may benefit their club members. Unfortunately, we only received one response out of the possible 20. Our group is unsure if this low response is due to a lack of interest or a simple lack of communication in that the clubs do not check their emails regularly. In addition, the end of the semester may also be a contributing factor to the low response since people may be busy. Our group feels that there is potential for an email to draw potential food

citizens to sprouts, but perhaps this should be done at the beginning of the term to ensure that each club has the chance to respond.

Recommendations for Sprouts:

Task 1: Help to Develop the Sprouts Pick-up Box Program:

Sprouts is a student volunteer-run organization that may have certain limitations in regards to time, budget, labour, available space and resources. That being said, we needed to base our recommendations on what would work within Sprout's available resources. Our group has the following recommendation for Sprouts in regards to starting up a green box pick-up program:

1. **Convenience:** the pickup program needs to be convenient. We suggest offering two different pick-up times during the week to ensure that everyone can participate. We also suggest offering a few different pick-up times so that those that work or have other obligations will have an opportunity to take part in the program.

2. **Regulations:** By enforcing a pick-up deadline, Sprouts can ensure that the food won't perish and have more storage space so more members can join the program.

3. **Offer content variety:** currently all boxes receive the same contents. Maybe Sprouts could offer more variety such as:
 - The fruit box: seasonal fruit only
 - The Veggie box: seasonal vegetables only

- A standard box: fruit, vegetables and herbs
- The grocer: fruit, veggies, herbs, other (eggs, bread, milk, cheese)
- The works: fruit, veggies, herbs, and bulk-buy contents
- Pick your own box: get to come in and pick your items
- A grow your own food box: sell seeds for apartment/dormitory gardens

4. **Offer variety of sizes:**

Currently, Sprouts Box only offers two sizes: small (2-3 people) and large (family 3+ people).

Maybe Sprouts could offer a variety of sizes such as:

- The individual: for one person only. Great for individual students on campus
- Large Family size: good for family larger than 4 people
- Group Size: could be used by clubs

5. **Communication:** Sprouts already has an email group for those that already participate in the box delivery program; this same system could be essential for the pick-up version. Sprouts could email customers recipes, upcoming events and workshops, as well as links to other community events, such as “meet your farmer” or farmer’s markets in the area. It is also essential for those that participate in the pick-up box program are exposed to Sprouts’ other programs such as the buying club.

Task 2: Outreach Initiatives for Sprouts Box Pick-up Program and the Buying Club:

Increasing awareness of the buying club and Sprouts box is essential to their success; promotional strategies could benefit these programs greatly. Concepts that could be advertised

are: organic and high quality foods, huge cost savings as compared to other organic food outlets, organic foods are better for the body and the environment (Lance, 2007), and you could share with your friends and neighbours. Some of the outreach initiatives that we recommend are the following:

1. **Design flyers** that advertise the different programs at Sprouts (cafe, bulk-buy and produce boxes). Flyers could be distributed at the bus loops, at the SUB, resident's mail boxes, dormitories and community centers in the area. Flyers could be used as a coupon to get a price reduction (10% off purchase, or free membership). To reduce waste, flyers must be small, printed on recycled paper and given to only those who are interested; if the flyer also acts as a coupon it could be recycled when they bring it to Sprouts for redemption. Please refer to appendix 3 for example flyers.

2. **Design brochures** that are made available at student service outlets, information desks, residents (Totem, Gage, Thunderbird, Acadia) and community centers in Vancouver (point Grey, Kitsilano, etc). Brochures will not only advertise Sprouts but also provide information about sustainability and why it is important for the future. Part of the brochure could be a detachable coupon that could be used at Sprouts or a draw ticket for a free Sprouts box for a week.

3. **Design posters:** post them though out the SUB, residents, book store, study halls, bus loops, community centers in Vancouver (Point Grey, Kitsilano, etc). Poster will provide information about the different programs offered at Sprouts (produce boxes, bulk-buy, cafe, workshops)

4. **Promotional booth:** during sustainability week or other campus events. If Sprouts set up a booth at different social events throughout the year it could greatly increase awareness of both sprouts and sustainable food systems. Volunteers at the booth could provide:

- Flyers, brochures
- Advertisement about the Box program, bulk-buy, grocery sales, workshops. ~~Shops~~
- Offer free food examples: fruit, free -trade coffee, chips and salsa, etc.
- Have an email sheet so people can sign up to be on a net working site: face book for sprouts
- Coupons for bulk buy, boxes, or groceries
- Have a draw box where people put their name in for a prize: a book on sustainable food choices, or a free Sprouts box, or free membership to Sprouts, etc

5. **Promotional Presentations:** a better way to advertise than to talk directly to students just before classes start. Sprouts would need to get the permission of the teacher to do a quick presentation at the start of a class. Speakers could target other faculties besides LFS (perhaps biology, forestry, geography, earth and ocean sciences, etc). Sprouts volunteers could put together a really short (2-3 minute) presentation that talks about Sprouts and what Sprouts has to offer its students of UBC.

As mentioned earlier, a good communication tool could drastically increase the awareness of these programs. Club members could coordinate bulk buy orders to take full advantage of the buying club; members could recommend products that they regularly purchase; club coordinators could create lists of most frequently ordered items or new up and coming items that their members may be interested in purchasing; pictures of the food items that are available could be posted on the website.

Our final recommendation for Sprouts is the collaboration of bulk-buy items with both the workshops and the Sprouts box program. For cooking workshops, it could be designed in a way that the items used for the cooking class could be made available to the participants of the workshop for purchasing. That way the participants of the workshops could take the ingredients they used that day with them when they go home. Sprouts could offer cooking workshops in some of the residences such as Vanier or at T-Bird Community Centre. Lastly, bulk-buy items could be offered in conjunction with Sprouts boxes; for those who already participate in the Sprouts box program could be exposed to the buying club through email and/or adding a flyer to their produce box. Sprouts has so many great programs to offer, it could potentially be more efficient if there was more integration of these programs.

Discussion

Limitations

There are several limitations that came up during the span of this project. First, Sprouts is a non-profit organization that is limited in its resources; we therefore had to make recommendation with limited funds in mind. Second, the span of this project was for a few months only; our group felt that this was not enough time to fully develop our ideas. We therefore recommend that next year's LFS 450 students pick up with the project where we left off.

Team position

For scenario 7, our group's main objective is to identify the outreach direction for Sprouts. The focus of this project is to increase the awareness and usage of bulk buying club and expand the pick-up system for the Sprouts box program. We strive to promote awareness for the

local, organic, and ethical food produce. Our group supports sustainability in education and research for Sprouts. It is a very good practice for Sprouts to incorporate food products from the UBC Farm and the Land and Food Systems Orchard Garden. Also, Sprouts promotes and supports fair economic trade and education around health and nutrition. Over the last few months, our group had several meetings with the Sprouts' coordinators to understand the current issues with Bulk Buying Club and Sprouts Box program.

Moreover, we spent a majority of our time researching other similar programs at different universities and organizations through internet to find out other produce box pick-up initiatives and promotional methods. We made suggestions for Sprouts to improve its outreach program and engage people from UBC who are not currently aware of or interested in Sprouts to engage as food citizens through Sprouts' initiatives. We developed five flyers to advertise Sprouts with regard to the Bulk Buying Club and tentative Sprouts Box pick-up program. In addition, email lists for different clubs and contact information for different resident around UBC area are provided to Sprouts for further promotions. After our research and discussion, we are able to make recommendations for the promotion of the Bulk Buying Club and the expansion of the current Sprouts Box program.

Conclusion:

In order to increase both awareness and use of the green box program and the buying club offered by Sprouts, outreach is essential. Informing students, faculty members and residents of UBC and surrounding areas through both advertising and word of mouth could pose to be very useful in the expansion of these programs. Other issues to keep in mind is the accessibility, availability, affordability and the appropriateness of both the bulk-buy and the produce box

items; Sprouts must assure that the program is accessible and available to all participants in that they make it convenient for everyone who wished to take part; it must also be assured that it remains affordable with no price mark-up and that the items are appropriate to as many different cultures as possible. This could be accomplished by offering different box size and content options. And lastly, communication is vital for these programs to remain strong; communication among its members should not only be encouraged but there must be an outlet where this is made possible.

Recommendations for next year's LFS 450 colleagues:

Now that we have set out several ideas for outreach initiatives for the different programs offered at Sprouts, we recommend next year's LFS 450 colleagues to pursue some of the outreach initiatives that we recommended. For example, next year's LFS students could set up an information booth (with the help of Sprouts volunteers) advertising the different programs offered at Sprouts. Students could also hand out flyers, hang up posters or even make a short presentation to other classes on campus. We believe that the biggest roadblock to Sprout's success is their current location in the SUB. They are located in the downstairs corner away from all other food outlets; we therefore recommend having volunteers that could hand out flyers or maybe even free food samples upstairs or outside of the SUB to draw people to Sprouts.

It may also be beneficial to try to reach people through a "green" initiative; there is a huge "green" movement occurring throughout society; if Sprouts could advertise that their products are better for your body and the environment, it could attract more people to their establishment. And lastly, next year's LFS student may want to meet with other stakeholders involved in the UBC food system; for example, other outlets such as Agora, Blue Chip, and

PieR2 could potentially want to buy organic products from Sprouts' distributors. It may be beneficial to contact some of these stakeholders to discuss this further.

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Appendix 1: Letter Sent to UBC clubs



Hi there,

Do your club members love to eat? Would your club love to have healthy, delicious, local and organic food at your next meeting? Do your members care about the health and sustainability of the environment? If the answer to these questions is “yes” then your club might be interested in meeting with us.

Who are we?

We are 4th year UBC students in the faculty of land and food systems who are working on a project in partnership with Sprouts, a student volunteer run cafe and grocery store in the basement of the SUB that brings affordable fair-trade, organic, and local foods to our campus (see www.ubcsprouts.ca).

What is our aim?

The aim of our project is to work with Sprouts to support food system sustainability by promoting responsible food purchasing on campus.

How can we help you?

To maximize student access to minimally packaged organic products, Sprouts runs a Bulk Buying Club which enables the purchase of a wide variety of local, organic, and fair trade foods AT COST. Items such as juices, fruit and veggies, sweet or savoury snacks, and baking ingredients are available. These items could be great for your club's meetings and social gatherings.

If your club is interested in finding out how it can take advantage of this service, please send an email to the following address. We would love to meet with you to discuss this further.

Thanks you for your time and consideration.

Sincerely,

Your LFS 450 students

Appendix 2: Clubs contact List

1. Film society: <http://ubcfilmsociety.com/about>
Contact: manager@ubcfilmsociety.com
2. UBC Food Society: <http://www.ubcfoodsociety.com/get-involved/>
Contact: foodsociety@gmail.com
3. Friend at the UBC Farm: friendsoftheubcfarm@gmail.com
4. Friends of Wetlands: <http://www.ams.ubc.ca/clubs/fob/>
Contact: friendsofwetlands@gmail.com
5. Geography students association (GSA): <http://www.geog.ubc.ca/undergraduate/gsa.html>
Contact: ubcgsa@hotmail.com
6. Green party of UBC: contact: campusgreenpartyubc@gmail.com
7. Heart club: ubcheartclub@gmail.com
8. Players club: <http://ubcplayersclub.com/>
Contact: info@ubcplayersclub.com
9. Pre-medical society: <http://www.ams.ubc.ca/clubs/premedical/08exec.html>
Contact: info@ubcpremed.com
10. Pre-optometry club: ubc.preoptometry@hotmail.com
11. Science fiction society: <http://sfssoco.blogspot.com/>
Contact: ubc.sfs@gmail.com
12. Single parents on campus: spoc@gmail.com
13. Trivia club: <http://www.ams.ubc.ca/clubs/qbc/>
Contact: quizbowl@club.ams.ubc.ca
14. Walter gage toastmasters: <http://www.ams.ubc.ca/clubs/toastmasters/>
Contact: walter.gage.tastmasters@gmail.com
15. Wine tasting club: <http://www.facebook.com/group.php?gid=2201334182>
Contact: ubcwinetastingclub@yahoo.com
16. Forestry undergrad society:
<http://www.forestry.ubc.ca/Default.aspx?alias=www.forestry.ubc.ca/fus>

Contact: suziq@interchange.ubc.ca

17. Agricultural undergrad society: <http://blogs.landfood.ubc.ca/agus/>

Contact: Kirsten.flood@gmail.com

18. Medical undergrad society: <http://www.ubcmed.com/clubs.htm>

Contact: eberg@interchange.ubc.ca

19. Science undergrad society: <http://www.sus.ubc.ca/>


Contact: prez.sus@gmail.com

20. Alternative and integrative medicine: <http://www.aims.ubc.ca/home/modules/news/>

Contact: info@aims.ubc.ca

Appendix 3: Example flyers for Sprouts

EAT BC!
Support Your
Local Food System



Come to Sprouts Cafe
Located downstairs in the SUB
Take advantage of our bulk-buy club and fresh produce
Bring in this flyer to get 10% off your purchase

Go Green!

Support your local food system



Come to Sprouts Cafe

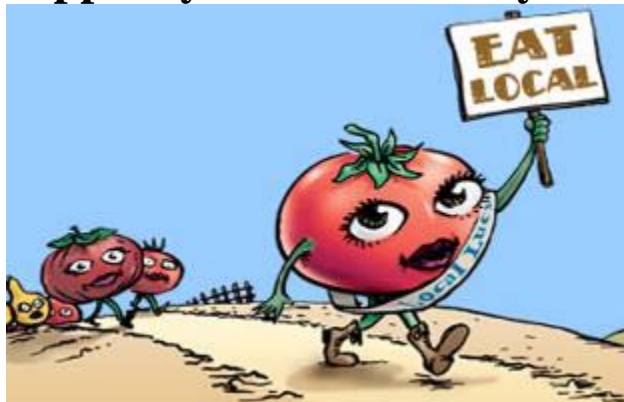
Downstairs in the SUB

Great Atmosphere, Great Food!

Use this flyer to receive 15% off your food purchase

Eat BC!

Support your local food system



Come to Sprouts Cafe to enjoy delicious healthy, locally food.

Sprouts is located downstairs in the SUB

Bring this flyer to receive 10% off your purchase

Go Green!



Do Your Part:

Help Mother Nature by supporting your
local food system

Come to Sprouts Cafe downstairs in the SUB and
enjoy our delicious locally grown foods

Bring this flyer to receive 10% off your purchase

Tired of paying big bucks for organic foods?



Wake up!

Sprouts offers local, organic food with no price mark-ups!

Come to Sprouts and take advantage of this great opportunity to eat cheap healthy foods!

Bring this flyer and receive an additional 10% your purchase
Sprouts is located downstairs in the SUB

Appendix 4: Residents Contact List

Contact information for on campus resident and dormitories (University of British Columbia, 1994-2009)

Conferences and Accommodation at UBC

Hotel apartment suites for visitors.
Residence rooms also available
for short-term rental in summer.
5961 Student Union Blvd.
Vancouver, B.C., V6T 2C9
Reservations: 604.822.1000
Fax: 604.822.1001

Fraser Hall

Six roommates share a furnished unit.
2550 Wesbrook Mall
Vancouver, BC
Phone : 604-221-0096

St. John's College

For graduate and postdoctoral
students and visiting faculty.
2111 Lower Mall
Vancouver, BC, V6T 1Z4
Phone: (604) 822-8790
Fax: (604) 822-8885

Carey Hall

Short term scholar units - 1 & 2 bedroom
apartments furnished or unfurnished
5920 Iona Drive, UBC
Vancouver, BC V6T 1J6
Phone: 604 224 4308

Vancouver School of Theology

Dormitory rooms & graduate student housing
6000 Iona Drive, U.B.C.
Vancouver, B.C., V6T 1L4
Phone: (604) 822-9031
Fax: (604) 822-9212

Marine Drive Residence

2205 Lower Mall
Vancouver, BC

St. Andrew's Hall

Dormitory rooms and student
family housing
6040 Iona Drive, U.B.C.
Vancouver, B.C., V6T 2E8
Phone: (604) 822-9720
Fax: (604) 822-9718

Panhellenic House

Furnished quad style apartments with private
bedrooms and shared living spaces for female
UBC students. Leases available for all year, the
school year and summer.
2770 Wesbrook Mall
Vancouver, BC

Green College

Graduate and postdoctoral
students and visiting scholars
6201 Cecil Green Park Rd.
Vancouver, B.C. V6T 1Z1
Phone: (604) 822-6067
Fax: (604) 822-8742

TRIUMF House

Guest House hotel and apartments for visitors.
5835 Thunderbird Blvd.
Vancouver, BC V6T 2L6
Phone: 604-222-7633
Fax :604-222-7647

Place Vanier Residence

1935 Lower Mall,
Vancouver, BC
Canada. V6T 1X1
Tel. 604.822.2642

Totem Park Residence

2525 West Mall,
Vancouver, BC

Canada. V6T 1Z4
Tel. 604.827.3242

Fairview Crescent Residence

2707 Tennis Crescent Vancouver, BC, Canada
V6T 2B8 (odd-numbered units)
V6T 2B9 (even-numbered units)
Tel. 604.822.3172

Ritsumeikan -UBC House

2525 West Mall,
Vancouver, BC
Canada. V6T 1W9
Tel. 604.822.3304

University Apartments

Your name
Your Unit #
Your Street
Vancouver, BC
Canada. Postal Code

Acadia Park common block address

2707 Tennis Crescent, Vancouver, BC Canada
V6T 2C1
Student family housing inquiry 604.822.4411

Canada. V6T 1W9
Tel. 604.822.3304

Thunderbird Residence

6335 Thunderbird Crescent
Vancouver, BC
Canada. V6T 2G9

Walter Gage Residence

5959 Student Union Blvd.
Vancouver, BC
Canada. V6T 1K2
Tel. 604.822.1020

Postal Codes for U-Apts:

Spirit Park V6T 1X7
Point Grey V6T 2G3
Acadia House V6T 1R9
Sopron House V6T 1R9

Postal Codes for Acadia Park:

Melfa Court V6T 1N3
Melfa Road V6T 1N4
Melfa Lane V6T 2C5 (odd no.)
Melfa Lane V6T 2C6 (even no.)
Keremeos Court V6T 1N5
Oyama Court V6T 1N6
Salmo Court V6T 1N7
Revelstoke Court V6T 1N8
President's Row V6T 1L5
Montgomery Place V6T 2C8 (odd no.)
Montgomery Place V6T 2C7 (even no.)
Pearkes Lane V6T 2C3 (odd no.)
Pearkes Lane V6T 2C4 (even no.)
Tennis Crescent V6T 2C1 (odd no.)
Tennis Crescent V6T 2E1 (even no.)
Yalta Place V6T 1L7 (odd no.)
Yalta Place V6T 2C2 (even no.)
Fairview Place V6T 2E2