

UBC Social Ecological Economic Development Studies (SEEDS) Student Report

**Promoting Education, Awareness, and Demand for Local Foods on Campus**

**Trevor Chan, Kyle Gilbert, June Kim, Sandy Tim Lowe, Charmaine Yu Ning Ng, Tiffany I-**

**Chun Shen, Melissa Westoby**

**University of British Columbia**

**AGSC 450**

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# **Promoting Education, Awareness, and Demand for Local Foods on Campus**



**UBCFSP V  
AGSC 450  
Scenario 4  
Group 22**

**Trevor Chan Kyle Gilbert June Kim  
Sandy Tim Lowe Charmaine Yu Ning Ng  
Tiffany I-Chun Shen Melissa Westoby**

**14 April 2006**

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**ABSTRACT**

The University of British Columbia Food System Project (UBCFSP) is an ongoing, collaborative undertaking aimed at making the UBC food system sustainable. The current situation on campus closely reflects the trends and attitudes of the global system: worldwide sourcing is relied upon to supply consumer demand for an extensive variety of relatively cheap food year-round. Such a system increases the physical and economic distance between consumers and producers, and socially disconnects the two. This results in a system where negative impacts are externalized and whose components are unresponsive to each other. Re-localizing the food system counters such an unsustainable system by rebuilding community linkages and fostering responsible consumption and production.

Our group's specific tasks were to design an educational campaign to raise awareness of the relationship between local food and sustainability and to promote local food products available on campus. We evaluated and refined materials developed in previous years and created complementary materials, integrating the components into a practicable campaign to be initiated in the fall of 2006. Our campaign includes a logo and slogan, informational pamphlets, a website, an incentive-based stampcard program, "Food Day" interactive event, and a logo recognition survey. The logistics and financing of the campaign are also outlined.

**INTRODUCTION**

The University of British Columbia Food System Project (UBCFSP) is an ongoing, collaborative research project aimed at making the UBC food system sustainable. Because the UBCFSP is a unique undertaking, much of the work thus far has been on figuring out how to carry out such a project, identifying the scope of the problem, establishing objectives, and determining the best approaches for achieving the objectives. The development of specific action plans began last year. This year, seven scenarios were presented to the Spring 2006 AGSC 450 student teams to refine the work of previous years and to finalize the components of a practicable, comprehensive program to be initiated within the year.

This report summarizes the work of Group 22 on Scenario 4: Promoting Education and Awareness for Local Food Systems. The first section begins with a definition of the problem and an explanation of the significance of local food for improving sustainability. This is followed by our reflections on the current "Vision Statement for a Sustainable UBC Food

System: *Plain Language Version*” (VSPLV), the guiding principles of the UBCFSP. This first section should make clear the context and value of our work.

The second section of the report focuses on the objectives of Scenario 4. The specific tasks assigned to the group are given, followed by a “Methodology” section that outlines our approach and process for completing these tasks. The results of our research and the details of our campaign are presented in “Findings and Discussion”. We chose to combine these sections so that the description, rationale, and application of each of the components of the campaign could be easily and completely understood. Prototypes of the materials designed are provided in the appendices. The details for implementing our campaign and further research needs can be found in the “Recommendations”. This section also includes other ideas that we were unable to develop but believe to be potentially useful. The report concludes with reflections on our work in relation to the other scenarios as well as on the exemplary role of the UBCFSP in addressing the sustainability of food systems in other communities.

### **PROBLEM DEFINITION**

The UBC food system, much like the rest of the North American food system, aims to satisfy an incessant consumer demand for an extensive variety of relatively cheap food. This is made possible and is encouraged by four key developments that have taken place on a global scale: improvement to transportation infrastructure and technology; agricultural intensification; expanding commitment to free trade; and consolidation and centralization within the food supply chain (Rojas and Richer 11). This has resulted in a physical and economic distancing of consumers and producers, and a social disconnection between the two.

Distancing makes it difficult for participants in the food system to understand their role within the system, and reduces their capacity to exert control, make informed decisions, and take

responsibility (Kloppenburger, Hendrickson, and Stevenson 34; Sundkvist, Milestad, and Jansson 227). As the effect of individual participants becomes increasingly diffuse and remote, negative impacts become externalized (Sundkvist, Milestad, and Jansson 228). Some examples of such impacts include: ecological degradation associated with agricultural intensification; energy and environmental costs of long-distance transport (Pretty 6); shrinking farm income (Pretty 2); loss of social and economic linkages (Kloppenburger, Hendrickson, and Stevenson 34; Sundkvist, Milestad, and Jansson 225); and decreased nutritional and flavor values (Kloppenburger, Hendrickson, and Stevenson 35; Rojas and Richer 12). A sustainable food system cannot be achieved without internalizing the impacts of eating and forming close community relationships.

The negative impacts of the current food system can be reduced by re-localizing production and consumption. Local food travels fewer miles, reducing transportation externalities (Pretty 8). Increased reliance on local resources allows concern, awareness, and knowledge of the local ecosystem to build, making better management and stewardship possible (Kloppenburger, Hendrickson, and Stevenson 38-39; Sundkvist, Milestad, and Jansson 232). Economically, local food production has the potential for job creation (Pretty 6), reduces supply uncertainty, and helps to stabilize the local market against fluctuations in the world economy (Sundkvist, Milestad, and Jansson 232). Most importantly, a localized food system allows consumers and producers to be a part of the same community, providing each other with economic and social support and working together to maintain the environment (Sundkvist, Milestad, and Jansson 231). A sustainable food system is only possible where the components are responsive to each other. Bringing the food system back to a local scale allows for a functional, manageable ecology to exist amongst consumers, producers, and environment.

Re-localizing the UBC Food system requires the support of both purveyors and consumers on campus. The Alma Mater Society Food and Beverage Department (AMSFBD) and UBC Food Services (UBCFs) have expressed a strong interest in making local food available on campus. However, a demand for these products must exist. Currently, the UBC food system closely reflects the trends and attitudes of the overextended global food system. A campus-wide educational and promotional campaign is necessary to build consumer awareness, support, and demand for local food. A variety of campaign approaches and materials have been developed over the past two years. The best of these materials need to be selected and integrated into an effective educational program to be initiated within the year.

### **GROUP REFLECTIONS ON THE VISION STATEMENT**

The core goal of the UBCFSP is to establish a sustainable food system at UBC. What this involves is outlined more particularly in the “Vision Statement for a Sustainable UBC Food System: *Plain Language Version*” (VSPLV):

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 pay and receive fair prices
- (“Vision” 2006).

Overall, these seven guiding principles form a good basic foundation for a sustainable food system. The principles address social, economic, and environmental goals, linking all three together to encourage sustainability in all aspects of the system. The VSPLV clearly identifies what needs to happen in order to achieve sustainability, but does not prioritize amongst the principles. This allowed the VSPLV to be meaningful and useful to all members of the group

despite our diverse educational and cultural backgrounds and differing, and sometimes opposing, values, priorities, and perspectives.

The group found some aspects of the VSPLV to be problematic. First, we question the compatibility of the first and third principles. Although we all agree that local food contributes positively toward sustainability, we also recognize that it is impossible to locally satisfy the demand for many items that are integral to various ethnic and traditional cuisines. UBC is a diverse community, and satisfying the demand for culturally appropriate foods makes some global sourcing necessary. The guiding principles need to acknowledge the contribution of international trade to a sustainable food system, and address how the UBC community can participate in the global market in a positive way. Secondly, we were concerned over the loss of any reference to temporal aspects of sustainability in the simplification of the academic version of the guiding principles to the plain language version. A platform for sustainability should explicitly recognize the present generation's responsibilities towards the welfare of future generations, as this is a core value for pursuing a sustainable food system. Third, the seventh principle should be expanded to reflect the fact that fair pricing is a concern and responsibility of all participants of the food system. The principle would be more appropriate if changed to simply read "Fair prices are paid and received". Finally, to maintain grammatical consistency, the second and sixth principles should read "Waste is recycled or composted locally" and "Food is produced by socially, ecologically conscious producers", respectively.

### **SPECIFIC TASKS**

The general goals of Scenario 4 were to develop a campaign for raising awareness of the relationship between local food and sustainability and to promote prospective and currently available local food products on campus. Specifically, we were asked to evaluate the

effectiveness and feasibility of educational materials developed in previous years. The effectiveness of each piece was to be assessed based on overall appeal and its ability to motivate behavioral change in accordance with Douglas McKenzie-Mohr's social marketing principles. The feasibility of the pieces was to be considered as well. We were to select the best pieces and develop complementary materials, as necessary, to create a campaign that could be initiated by October 2006. The actual steps for implementing the campaign were also to be planned.

### **METHODOLOGY**

Our campaign is based upon the quaternary structure of community-based social marketing (CBSM) as outlined by McKenzie-Mohr: 1) identifying the barriers and benefits of the activity, 2) developing an effective strategy for changing behavior, 3) implementing the strategy, and 4) evaluating the effectiveness of the strategy (McKenzie-Mohr 1). We began our investigation by conducting a literature review to gain a thorough understanding of the advantages of re-localizing the food system at UBC. Once we were clear on what exactly we were promoting, we evaluated the effectiveness of materials developed by Spring 2005 AGSC 450 groups 1, 7, 9, and 13 and fall 2004 Sauder School of Business Commerce 468 students. This evaluation was based on comparison of these materials to the effective tools for behavior change described by McKenzie-Mohr, such as captivating information, prompting, framing of messages, incentives, and personal contact and involvement (3-6). Once the most effective pieces were identified, the feasibility of the pieces were considered based on cost and funding, labor requirements, timing, equipment needs, and organizational demands. The four pieces deemed to be the best were further refined, and additional components were designed to create a campaign that includes as many of the effective tools of CBSM as practical. UBCFSP partners and collaborators, namely Nancy Toogood of the AMSFBD, the AGSC 450 teaching team, and

AGSC 450 colleagues, were consulted for their comments and recommendations before finalizing our proposal. The campaign is intended to be implemented by October 2006. A survey to be administered in March 2007 to measure the effectiveness of the campaign has been designed, completing our community-based social marketing plan.

### **FINDINGS AND DISCUSSION**

#### **Definition of Local**

Local foods were defined in the problem statement as those grown, produced, processed, and distributed within British Columbia (Rojas and Richer 12). Though many other definitions were encountered, this definition based on political boundaries was determined to be the most appropriate for UBC. Natural ecosystems are largely defined by geophysical factors, and these are important constraints on agriculture, waste management, and many other aspects of food systems. However, UBC is a publicly supported social entity whose existence depends upon the socioeconomic welfare of the people of British Columbia. The definition of local foods given above achieves a sustainable balance of socioeconomic and environmental goals.

#### **Target Population**

Re-localizing the UBC food system requires the support and cooperation of all participants in the system. There must be a basic community-wide understanding of the importance of local foods. The educational and promotional materials must be useful and available to everyone who is a part of the food system on campus including students, faculty, staff, and visitors. The campaign must be especially appealing to consumers if re-localization is to be possible. AMSFBD and UBCFS have expressed strong interest in providing local food on campus. However, they cannot maintain the economic viability of their businesses without a strong and stable customer demand for these products.

### The Campaign

After careful review of the materials developed by last year's groups, we selected four elements which we found to be most effective and feasible: a logo and slogan, informational pamphlets, a website, and a "Food Day" interactive event. A fifth component, a stampcard program, was developed to complement the informational materials by encouraging consumer behavior change through incentives. A survey to be administered in March 2007 to evaluate the success of the logo and stampcard program was also designed. Each of the six components is detailed below.

### Logo and Slogan

**Fig. 1.** One-bite apple logo.



A logo is an identifying symbol. An effective logo is easily recognized and embodies the ideas behind whatever it is that it represents. Logos provide quick visual communication, which is useful for building awareness and customer prompting. Our logo is a simple visual representation of an apple (Fig. 1), the most valuable edible horticultural crop in British Columbia (BCMAL). The average British Columbian consumes 75 to 100 apples a year (BCMAL), showing that apples are a familiar and relished local food. Apples are also associated with knowledge, which is befitting for a university campus. "BC" is placed on the apple to make the link to our definition of local food. The "C" portion of "BC" is fashioned to look like a bite taken out of the apple, which is both original and entertaining, two effective promotional

strategies for attracting attention. The color green was chosen because it is associated with nature, growth, and grassroots movements for environmental sustainability (Gage 69-70).

A logo and slogan should be compatible to maximize their effectiveness (Levinson 28-30). An ideal slogan attracts attention and is memorable (Curry 105). Our slogan “*Every bite counts. Eat local.*” is a catchy modification of the common saying “every bit counts” that is often used to encourage a certain action or behavior. The “bite” theme is also perfectly matched with our one-bite apple logo. Our slogan refers to “eating” and “local” which were identified as key words to include in the slogan based on comments on the slogans proposed last year. Together, our logo and slogan are attention-grabbing, fun tools for building awareness and support for local food and the UBCFSP. The logo and slogan will be displayed on food items that meet the definition of local stated above or any menu item having at least one local ingredient within the first two ingredients.

### **Pamphlets**

Because our target audience is so broad, we required an informative piece that could deliver a basic understanding of local foods, sustainability, our logo, and various other programs and initiatives to people in a wide range of situations. We considered informational posters but quickly realized we could not effectively deliver all of the necessary information on a poster. The pamphlet format is able to accommodate much more information than a poster, and can also be made available to a wide audience. Pamphlets also allow the added flexibility of more precisely targeted distribution at specific venues or events, such as to first year students during Imagine. A prototype of our pamphlet can be found in Appendix 1.

We based our pamphlet on the work of Spring 2005 AGSC 450 Group 13. The new pamphlet is not only more colorful and reader-friendly, but also more informative. The goal of

the pamphlet is to build awareness of the importance of local food to sustainability and to educate people about how they can actively contribute toward a sustainable UBC food system. The pamphlet is divided into five sections: Food for Thought, Resources, Definitions, Sustainability at UBC, and “What you can do”. “Food for Thought” is a concise introduction to the benefits of local food and the land and food system in British Columbia. Basic background information, logos, and URLs for various UBC organizations that are engaged with sustainability issues are listed in “Resources”. Terms such as “food mileage”, “local foods” and “sustainability” are defined on the second page to build a common vocabulary amongst members of the community and encourage discussion. “Sustainability at UBC” lists some of the sustainability events and initiatives on campus along with links to websites so that readers can become more informed and support programs such as Fair Trade, composting, and World Food Day. A link to the website that our group has developed should also be included upon successful launching of the site. The website provides more detailed and up-to-date information on UBCFSP, events, resources, developments, and also includes a discussion forum to facilitate communication between UBCFSP partners and the community. In addition, an explanation of our stampcard program and a cut-out card are provided so that people can start participating in the program right away. Lastly, “What you can do” reinforces our message regarding the importance of local food and also suggests how to actively engage with re-localization.

2500 pamphlets should be sufficient for the initiation of the campaign, with additional copies to be printed as necessary. The pamphlets will be distributed to participating food outlets, where they will be placed on counters and other visible areas so that people can take them or read them while waiting in line or eating. Pamphlets may also be distributed during Firstweek events and Food Day. Letter-size, color pamphlets from CopyRight cost \$1.38 each for the first

100 and \$0.98 each thereafter, totaling \$2490 for 2500 copies. Nancy Toogood has offered to fund the cost of producing the pamphlets through the AMSFBD (personal interview).

### **Website**

A website is an inexpensive, efficient, and widely accessible method of providing information to a diverse audience. A tremendous amount of information can be made available on a well-organized website. Because all of the information is available in one place, users can easily access the exact information they want when they want it. This is extremely convenient and useful for students, who often forget, miss, or receive incomplete information on events. Furthermore, more detailed information can be provided on a webpage than other forms of media which often have time and/or space limitations.

Our website serves as an information warehouse to which we can refer people in our other materials, such as the pamphlet. Information on the website can be kept current, making it useful for promoting and scheduling special events, like Food Day, making announcements, and keeping information accurate. Photos of UBCFSP initiatives such as local menu items, rooftop gardens, and events will be posted so that people see what is being achieved. This contributes to increasing awareness and participation by making people comfortable with new ideas so that they themselves will change the way they behave. Our pamphlet, stampcard, logo, and survey are available on the website for people to print out on their own, which reduces our distribution costs. An application for volunteering is also posted.

The website also includes a discussion forum where people can provide comments, feedback, and suggestions to UBCFSP collaborators. Making the UBC food system sustainable requires the cooperation and support of the entire community. The forum allows anyone to have a voice in the project. Lastly, our website can be viewed by people from outside the community

and thus has the potential to inspire people elsewhere to improve their food system. A template for the website is provided on the CD in Appendix 2 of the hardcopy version of this report.

### **Food Day**

A “Food Day” interactive event is an excellent way to increase awareness about the importance of supporting local foods. Lack of knowledge about the importance of buying local food and where local foods are available on campus are major barriers to re-localization. Food Day is a fun and interesting way to effectively disseminate information. Unlike other components of the campaign, Food Day has the distinct advantage of offering direct contact between students and organizations. This facilitates the transfer of information better than impersonal methods and can ensure comprehension by allowing questions to be asked and answered (Boyle 561). Local chefs and community organizations will be able to participate, sharing their different perspectives and experiences regarding local food. Food Day will also be a good opportunity to distribute the other materials we have developed, such as pamphlets and stampcards, and to heavily promote the logo and slogan.

The ideal location to target students for Food Day is the Main Concourse of the Student Union Building (SUB). Thursday, October 12, 2006 was chosen as the date for the event because it falls between Thanksgiving and World Food Day, a period where people are already thinking about food. As well, Nancy Toogood mentioned that Wednesdays, Thursdays, and Fridays have the highest volume of traffic in the SUB, making them the best days for reaching the most people (personal interview).

The main component of Food Day will be information booths providing educational materials. Many campus organizations, such as UBC Farm, have shown interest in participating. Community organizations and chefs that support local foods have been contacted and are

interested in setting up booths as well. These booths will provide students with fast and easy access to information as well as an opportunity for them to discuss local foods with experts

The second component of Food Day will be a “Taste of UBC” event where campus food outlets will sell samples of their local food menu items. Nancy Toogood has been contacted about this event and is enthusiastic about AMSFBD participation (personal interview).

Unfortunately, Andrew Parr was unavailable to confirm UBCFS participation. This event is an important component of the educational and promotional campaign because it will raise student awareness about where local foods can be purchased on campus and what is available. Providing the opportunity to sample the foods gives students a low-risk way of trying new foods which they might not otherwise purchase. Because re-localization is a campus-wide endeavour, UBCFS participation is crucial, as they are one of the major purveyors of food on campus.

Cooking demonstrations will be held to encourage active participation from students. Actively involving participants has been shown to increase commitment (McKenzie-Mohr 3). Local chefs will prepare meals using locally grown foods. These demonstrations will provide an opportunity to raise awareness about seasonally available foods grown in BC and on the UBC Farm, and provide ideas on how to incorporate these foods into students’ diets. We have spoken with Chef Eric, Chef James Kennedy of the Food and Resource Group, and Chef Matthew from Vine and Garden Catering and they have all have expressed interest in doing a cooking demonstration.

It would be ideal to have these demonstrations taking place in the SUB. However, Nancy Toogood indicated that this would not be feasible due to health regulations (personal interview). An alternative option is to have an evening workshop in the food preparation classroom of the Food, Nutrition, and Health (FNH) building. This scenario has the advantages of the equipment

being available at no cost and the ability to ensure good participation in the event by requiring registration for the workshop. UBC Farm and Capers are willing to donate food for the workshop. A fee can be charged for participation in the event to cover additional costs as well as possibly generate extra funds for Food Day and the rest of our campaign.

A local beer garden fundraiser will be held on Food Day at The Gallery Lounge. The booking manager has confirmed that this is a feasible event. As a UBC-affiliated event, there will be no charge to have the Gallery host the beer garden. A cover charge of \$2-3 would be assessed, generating \$200 to \$300 toward Food Day costs (The Gallery has a 100-person capacity). The Gallery Lounge routinely provides beer produced by the major breweries so local beer would need to be placed on a special order. The event will include specials on local beers, samples of local foods prepared by AMSFBD, and raffle draws for local food baskets.

Food Day will be advertised by posters, announcements on CiTR campus radio, and campus email. Spring 2006 AGSC 450 Group 24 has designed a great poster to advertise a similar event, and has given their approval for the use of their poster in our campaign. Once the details of the event are finalized, this information can be incorporated into Group 24's poster. 100 posters should be printed and displayed in strategic, high-traffic locations around campus, especially food outlets. The cost of 100, 11"x17" posters from CopyRight is \$139. Additional posters would cost \$0.99 each. Event information will also be available on our website. A list of people and organizations interested in participating in Food Day, their contact information, and a description of their level and type of interest in the event is provided in Appendix 3.

### **Stampcard Program**

The stampcard program was created to complement the informational materials. CBSM principles are based on the idea that simply providing more information does not induce behavior

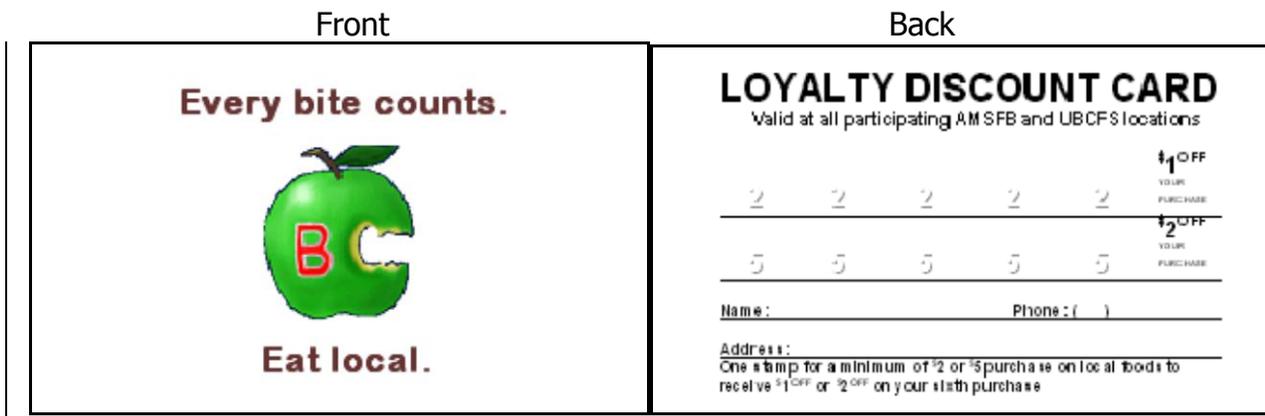
change (McKenzie-Mohr 1). Incentives are one of the tools suggested by McKenzie-Mohr for encouraging people to change their behavior (5). The basic structure of the stampcard program is to award stamps for purchases of food items bearing the one-bite apple logo. When the stampcard is filled, some sort of reward can be redeemed.

The goal of this program is to encourage participants of the food system to change their purchasing behavior. The program provides an incentive for people to choose to buy local products as many times as possible. This is achieved simply by rewarding the number of purchases. Attaching dollar-value criteria to the promotion rewards the amount of money spent on purchases as well. Although this may seem reasonable from an accounting perspective, it does not promote equitable involvement. Those able to spend more money will have more opportunity to collect rewards. This discourages those not able to make bigger purchases from participating. Since we want everyone to participate equally, the program should simply reward the choice to purchase locally without regard to the dollar value of that choice.

It is challenging to implement a discount reward based on this type of program because consumer spending on local food and business expenditure on discounts would not be linked. It would be difficult for businesses to budget for the discount program. It would be much easier to plan for a prize-draw reward program. Every filled card becomes an entry into a monthly prize drawing, with a possible “grand prize” drawing every term. Each participating business would be required to donate one prize a year. Prizes could be things like gift or discount certificates. Outside businesses could also be approached for prizes, especially grand prize items, in exchange for exposure. This system would allow AMSFBD, UBCFS, and independent businesses to all participate in the program without conflicts over financing.

Nancy Toogood indicated that Sprouts was interested in providing the incentive for the program (personal interview). A full stampcard would be taken to Sprouts for a discount on a purchase. This generates traffic for Sprouts and it provides an immediate reward to the consumer for participating in the program. The Sprouts incentive can be used in combination with the prize-draw system. A full stampcard would need to be taken to Sprouts to be submitted into the draw, thus bringing traffic. Sprouts would give a discount on a purchase if made at the time the stampcard was submitted. Those not motivated by the Sprouts discount would still be able to enter the monthly draw for the other great prize packs. Descriptions of the monthly prizes and winners would be posted on our website. Our stampcard design includes a space for contact information so that winners can be contacted. Fig. 2 shows a sample of our stampcard design.

**Fig. 2.** Stampcard design.



**Survey**

**Goal of the Survey**

A brand recognition survey was designed to measure the effectiveness of our campaign. The overall goal of the survey is to determine what percentage of the UBC community

recognizes our one-bite apple logo by the end of the Winter 2006-2007 academic session.

Survey takers are shown our logo as well as other logos commonly displayed on campus and asked to identify the organizations with which the logos are associated. In addition, we seek to quantify familiarity with our stampcard program.

### **Survey Design**

The guidelines followed in preparing this survey were based on the online tutorial titled *Designing Surveys and Questionnaires* (StatPac). A survey should have a title, clear instructions, and simple language. Well defined goals are the easiest way to assure a good questionnaire design. Ordering the questions from the most to the least relevant ensures that the most important elements are considered when the survey is fresh. Additionally, comments are among the most helpful of all the information on the questionnaire, and they usually provide insightful information that would have otherwise been lost.

### **Survey Distribution**

For a survey to be statistically significant, a minimum of thirty samples are required. Our survey will be administered to faculty, staff, students, and volunteers at UBC. Our minimum sample size will be 100, not including “error” populations as described in the data analysis section. Although email and internet surveys are clearly the most cost effective and expedient methods of distribution, convenient access to the internet may tempt individuals to seek some survey answers via search engines, thus falsely representing their knowledge and skewing the data. Paper surveys will be distributed via canvassing in the SUB for students and via pre-addressed envelopes hand delivered to various faculty and administrative offices on campus. The survey should be produced and administered by AGSC 450 students in Spring 2007 and the results incorporated into the UBCFSP. Please refer to Appendix 4 for a copy of the survey.

### **Data Analysis**

Data analysis begins with establishing an error population based on the number of surveys with zero logo recognition in Section B of the survey. This portion will be eliminated from further analyses as our study aims to target the population that is active enough on campus to recognize the basic and common logos, such as the UBC crest and the symbol for the Alma Mater Society. All surveys where at least one of the logos is correctly identified will be included in the analyses. This comprises our target audience from a marketing perspective. The proportion of zero recognition to target population should be noted to determine if there is a need for an alternative marketing strategy.

The overall percentage for positive recognition of our logo will be determined. The frequency of logo recognition by faculty, staff, student, and visitor categories will also be calculated. A correlation between recognition of our logo and recognition of at least one other logo representing environmental, economic, and social sustainability, such as UBC Farm, SEEDS, Sustainability Office, Fair Trade symbol, and the Social Justice Club, will be explored. If a high correlation exists, this would indicate that those already aware of sustainability issues have a higher propensity for being conscious of the local food logo. The effectiveness of the stampcard program will be determined by the percentage of those who have heard of the program based on Section C of the survey.

### **Awareness Campaign**

The promotion of local food knowledge is the main goal of our campaign. In Section D of the survey, individuals are asked to differentiate various food products based on where they are grown. This simple exercise prompts thought and discussion into the topic of locally grown

food. Spring 2006 AGSC 450 Group 9 has designed a questionnaire, titled *Consumer Preferences and Purchasing Behaviors Questionnaire*, to specifically address this topic.

### **Budget**

**Table 1.** Cost of Campaign Materials

Product	Quantity	Cost
Logo Signs	100	\$20.00
Pamphlets	2500	\$2490.00
Stampcards	2000	\$54.00
Food Day posters	100	\$139.00
Surveys	150	\$50.00
SUB concourse rental	1 day	\$500.00
Room rental for cooking		\$200.00
	<b>TOTAL COST</b>	<b>\$3453.00</b>

Table 1 lists the material costs of the campaign. All labor for the campaign will be carried out by volunteers or be incorporated into existing positions. There will be no cost of labor specifically associated with our campaign. Nancy Toogood has offered to cover the cost of the stampcard program and pamphlets (personal interview). This would also include the logo signs, as they are integral to the stampcard program. This totals \$2564.00. She will also provide stamping materials, the same items used for the AMS coffeecard program. The \$139.00 for the Food Day posters will be generated through the local beer garden fundraiser at The Gallery Lounge. Because the surveys will be administered during the Spring 2007 AGSC 450 course, the printing cost of the survey will be covered by the fee for that course. The room rental for the cooking workshop will be covered by the registration fee for that event. This leaves only the \$500.00 fee for the SUB concourse rental unaccounted for.

### **RECOMMENDATIONS**

Our campaign should be initiated at the start of the 2006-2007 Winter Session in September. The Plan of Action below outlines the steps necessary to realize this goal.

**Plan of Action**

- The SUB concourse for Food Day event needs to be booked by a UBCFSP coordinator as soon as the date for the event is finalized
- Contact Andrew Parr and establish UBCFS participation in the campaign
- Finalize the incentive for the stampcard with Sprouts
- Contact Steve Ng in June for information about Firstweek and Imagine
- Print pamphlets, stamp cards, and logo signs before September (Nancy Toogood)
- Distribute pamphlets, stamp cards and stamping materials during an explanatory session of the program to AMS food vendors (Nancy Toogood)
- Upload website by mid-August on AMS server
- Confirm dates with Food Day participants in early August (UBCFSP coordinator)
- Recruit AGSC 100 and FNH volunteers for Food Day in September
- Contact the Gallery Lounge to confirm date and place beer order
- Print and distribute Food Day posters before Thanksgiving holiday
- Administer the survey in March 2007 as part of UBCFSP VI AGSC 450 coursework

**Imagine UBC**

Imagine UBC organizes the largest student orientation in Canada. Incorporating our informational material into their events would be an efficient way to reach first year students. The program for the Winter 2006-2007 session is still being developed and will not be finalized until the beginning of this summer. We were encouraged to contact Steve Ng, an Imagine UBC coordinator, again at the beginning of the summer to explore what options might be available for the distribution of campaign materials during Firstweek. Steve Ng can be reached by email at [steve.ng@ubc.ca](mailto:steve.ng@ubc.ca).

### **UBC Farm**

The UBC Farm is an invaluable asset in encouraging a sustainable food system on campus. Not only can it provide local produce to campus food outlets, it can provide experiential opportunities not possible through any other educational media. As more local food products become incorporated into campus menu items, those items containing UBC Farm produce should be labeled to raise awareness and to encourage purchasing. The Farm should provide logo signs to food outlets for this purpose. It may be possible to incorporate a bonus incentive into the stampcard program for purchasing UBC Farm products.

### **CONCLUSION**

Our six-part campaign is an educational and promotional program designed to create campus-wide awareness and support for local food. Re-localizing the UBC food system is an important step toward achieving a sustainable community. Supporting local food production and consumption reduces environmental impacts, builds stronger social and economic relationships, and secures the food supply. Increasing awareness of these issues as well as providing concrete benefits for participating in re-localization efforts is necessary to motivate the campus community to change eating behaviors. If our campaign is successful, eating on campus will become a conscious act toward community improvement. As people move on to other places, they will carry this sense of responsibility with them, and hopefully inspire it in others.

Our campaign is but one of many related initiatives in the transition toward a sustainable food system at UBC. Several of the guidelines of the VSPLV were beyond the scope of our assigned scenario. To realize the complete picture, the work of all of our AGSC 450 colleagues as well as the UBCFSP partners must be integrated into a program that compels and cultivates change throughout the entire community.

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# Food For Thought

- ❖ The further food travels, the more fuel, packaging, and processing it requires
- ❖ Local foods have more flavor and nutrients
- ❖ Buying local products keeps more money right here in your community
- ❖ About 50 percent of the food consumed in the province is produced here, but only 5% of BC's land is suitable for agriculture
- ❖ Our Agricultural Land Reserve not only faces pressures, but our precious food growing lands for protecting green space is also being threatened
- ❖ Supporting local producers helps preserve the Agricultural Land Reserve and green space in BC



# Resources

**Faculty of Land and Food Systems**  
Grounded in Science | Global in Scope

**Faculty of Land & Food Systems**  
The UBC Food Systems Project (UBCFSP) is an ongoing collaborative Community Based Action Research Project between the Faculty of Land & Food Systems and Social Ecological Economic Development Studies (SEEDS) program of the UBC Campus Sustainability Office (CSO).  
[www.landfood.ubc.ca](http://www.landfood.ubc.ca)



## Sprouts

A not-for-profit, student-run co-operative whose mission is to provide affordable organic and fair-trade products to the UBC community, encourage and contribute to campus sustainability by supporting local producers, and to inspire student to take an active role in their community's food system. Located downstairs in the SUB building.

[info@ubcfoodcoop.ca](mailto:info@ubcfoodcoop.ca) or  
<http://www.ams.ubc.ca/clubs/nfc/>



## UBC Farm

It is a student-driven initiative where students, faculty, staff and the local community have been working together to create a place where people can come to learn, live and value the connection between land, food and community.

[ubcfarm@interchange.ubc.ca](mailto:ubcfarm@interchange.ubc.ca) or  
[www.landfood.ubc.ca/ubcfarm/](http://www.landfood.ubc.ca/ubcfarm/)



## UBC Sustainability Office

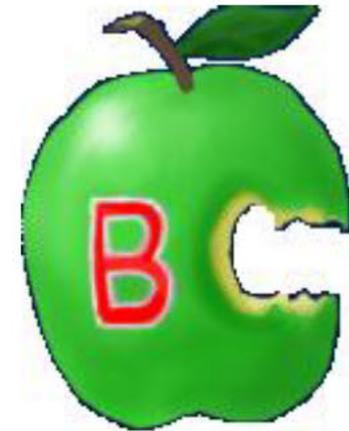
Canada's only sustainability organization at an university institution. UBC is now an internationally recognized leader in the campus sustainability movement. Learn how sustainability is practiced here by UBC students, staff and faculty. UBC SEEDS (Social, Ecological, Economic Development Studies) helps students organize and implement sustainability projects on campus

<http://www.sustain.ubc.ca/>



<http://www.sustain.ubc.ca/seeds.html>

# Every bite counts.



## Eat local.



Produced through the UBC Food System Project (UBCFSP) of the Faculty of Land & Food Systems to increase awareness of consuming locally and sustainably.

**Every bite counts.**



**Eat local.**

<Link to our website>

**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 as a necessary element of a productive economy, and hence human well being. For more information visit <http://www.sustain.ubc.ca/>

**What is Local Food?**

Local food is food grown or produced as close to your community as possible. Community includes social, economic, and environmental factors, and all of these need to be considered when thinking about sustainability. Supporting your local food producers strengthens all three aspects of community.



**Food Mileage**

The distance food travels from the farm to your plate. The concept is used to underline how far foods are transported through global trade and the costs of this transport in economic, social, and environmental terms.

**How local is “local”?**

Some foods may be manufactured locally from ingredients that were not grown locally. Ask questions about the manufacturing, processing, and origin of the ingredients of your food!

*What you can do...*

**Purchase Local Foods To:**

- ❖ Support local growers, businesses and regional economies while positively fostering a sense of community.
- ❖ Increase long term food security in British Columbia.
- ❖ Enjoy fresh, more nutritious products.
- ❖ Reduce costly environmental impacts associated with transport.
- ❖ Preserve local farmlands and landscape.

**Get Involved!**

- ❖ Be a conscious consumer!
- ❖ Be aware of where your food is coming from at restaurants, grocery stores, & AMS Food outlets. Encourage them to supply local food!
- ❖ Visit local farmers markets and support them.
- ❖ Buy produce in season. (Visit [www.bcfarmfresh.com](http://www.bcfarmfresh.com))

*Sustainability at UBC*

- ❖ Fair trade ensures producers a fair price for their products allowing them to cover costs and meet their basic needs.
  - AMS participates by selling fair trade coffee in all its outlets
  - You can also find fair trade products in Sprouts!
  - For more info visit <http://www.transfair.ca/>



The AMS food outlets now provide some menus prepared with local foods. Look for our logo and try out the new and tasty dishes! Collect stamps and redeem benefits!

- ❖ Effective waste management and composting is essential in making UBC a sustainable and healthy community. Visit <http://www.recycle.ubc.ca/index.htm> to learn more and participate!
- ❖ World Food Day is held every year on October 16<sup>th</sup> to enhance public awareness on world hunger and malnutrition. <http://www.feedingminds.org/info/wfd.htm>
- ❖ Around that time, be sure to participate in **UBC’s Food Day** as well! Get updated at <http://www.ams.ubc.ca/> and <our website>

*Buy Organic!*

By purchasing organic produces, you can help save the environment and support local organic producers.

To start with, visit these two websites and have fresh organic and/or local products delivered to your home!

[www.ladybugorganics.com](http://www.ladybugorganics.com)  
[www.spud.ca](http://www.spud.ca)



*Our Logo*

The green bitten apple logo will be used at food outlets on campus to mark items that are local. These foods are grown or produced in BC, or have at least one of their first two ingredients meeting this criteria. Collect a stamp every time you purchase an item displaying our logo, and redeem full stampcards for rewards and discounts at Sprouts. Cut out the card provided on the first page and start making a difference!

**LOYALTY DISCOUNT CARD**

Valid at all participating AMSFBD and UBCFS locations

2	2	2	2	2	\$1 OFF YOUR PURCHASE
5	5	5	5	5	\$2 OFF YOUR PURCHASE

Name: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

**Appendix 2: Website Template CD**

**Please see the hardcopy**

**Appendix 3: Food Day Participants**

<b>Organization and Contact Person</b>	<b>Response</b>
<b>AMS Food and Beverage</b> Nancy Toogood [REDACTED] [REDACTED]	Would like to be involved in "Taste of UBC". AMS food establishments can provide samples of menu items made with local foods.
<b>UBC Farm</b> Mark Bomford [REDACTED]	Interested in participating: <ul style="list-style-type: none"> <li>• as a supplier of produce (with enough advance notice) a</li> <li>• supplier of information (though I would prefer if an AGSC 450 student or volunteer was the actual "farm ambassador")</li> <li>• as a possible event location</li> </ul>
<b>UBC Sustainability Office</b> Brigid MacAulay Coordinator Programs and Administration [REDACTED]	Interested in participating and setting up an information booth
<b>Slowfood Vancouver</b> Jim Pearce Convivium Leader [REDACTED]	May be interested but in Brazil right now so won't know until the end of April when he can talk it over with the other members
<b>Farm Folk/City Folk</b> Jeff Nield Community Outreach [REDACTED]	Tentatively interested in setting up a booth. Will be hard to get volunteers to commit this far in advance therefore want to know when the event is confirmed.
<b>Capers</b> Trish Kelly Community Marketing Manager [REDACTED] [REDACTED]	Definitely interested in helping in some way. <ul style="list-style-type: none"> <li>• Could help with some food donations,</li> <li>• Nutritionist, Victoria Pawlowski, could speak.</li> <li>• Could also arrange someone to do a cooking demo.</li> </ul> Does not want to set up an info table in the SUB building for a ten hour day. She needs to know the event will be focused, and that there will be an audience.
<b>Whole Foods Market</b> 925 Main Street Village at Park Royal West Vancouver, BC V7T 2Z3 [REDACTED]	Could provide donations. Need to visit Customer Service desk in store and complete Donation request form at least 8 weeks prior to an event
<b>Vancouver Food Policy Council</b> [REDACTED]	May be interested but wants to be contacted closer to the date

<p><b>DV Cuisine</b> Nick [REDACTED] [REDACTED]</p>	<p>Would most likely be interested if date doesn't interfere with The Terra Madre Conference in Italy. Nick would be able to give a talk on the subject and show examples</p>
<p><b>Vine and Garden</b> Matthew Matheson Vine + Garden Catering [REDACTED] [REDACTED] [REDACTED]</p>	<p>Would love to participate in as much capacity as he can. Very passionate about promoting and educating people about local foods and independent food producers and where to buy them.</p> <p>Would like to be involved in the "cooking demos" and "taste of local foods". He would like more information about the event and will help promote the event.</p>
<p><b>Chef Eric</b> info@911cheferic.com</p>	<p>Happy to participate and can do a cooking demonstration,</p>
<p><b>Chef James Kennedy</b> Food and Service Resource Group Cook Studio [REDACTED] [REDACTED] [REDACTED] [REDACTED] Web: www.foodandservice.net</p>	<p>Interested in participating. Could do cooking demos or information tables</p>
<p><b>Tram Nguyen</b> Program Assistant [REDACTED]</p>	<p>The FNH Food Preparation Classroom (room 130) is available for non-Faculty related events at a cost of \$200/day. Bookings can be made, on a request basis, to Tram's attention and payment is to the Food, Nutrition and Health Program.</p> <p>Please note: Set up and clean up is the responsibility of the party booking the room. A penalty of approximately \$400 is payable if the room is not cleaned, trash not taken out and the room is not returned to the original state in which it was booked. Requests need to be made at least 3 weeks in advance of the requested booking date.</p>
<p><b>Bill Anderson</b> The Gallery [REDACTED] [REDACTED]</p>	<p>Need to contact Bill 2-3 months before event to confirm booking. Oct 12 and 14 were suggested. No costs since UBC affiliated.</p>

**Appendix 4: Survey**

**UBC Food System Project Awareness Survey**

Instructions: Please complete this survey in the order the questions appear (without revisiting any sections) and independent of co-discussion and/or consultation.

How long have you been a student, faculty, staff member or volunteer of UBC?

\_\_\_\_ years \_\_\_\_ months

If you are NOT currently a student, faculty, staff member, or volunteer of UBC, please do not proceed with the survey. Otherwise, proceed to Section A.1 if you are a student or a faculty member, or Section A.2 if you are a staff member or volunteer. If more than one category applies, select the position you have been affiliated with the longest.

Section A.1: Please circle either Student or Faculty

List all faculties which you have been a part of at UBC, starting with the most current:

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Section A.2: Please circle either Staff member or Volunteer

List all the positions held at UBC, starting with the most current:

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Section B: Based on the diagrams shown below, identify the organization to which the diagram belongs.

<p>a) </p> <hr/> <hr/>	<p>b) </p> <hr/> <hr/>
<p>c) </p> <hr/> <hr/>	<p>d) </p> <hr/> <hr/>
<p>e) </p> <hr/> <hr/>	<p>f) </p> <hr/> <hr/>
<p>g) </p> <hr/> <hr/>	<p>h) </p> <hr/> <hr/>
<p>i) </p> <hr/> <hr/>	

Section C: Select and circle the most appropriate answer for each of the following questions.

Are you familiar with the stampcard program for local food purchases available at most UBC food retail outlets?

- a. I have never heard of it.
- b. I know of it but am not interested in it. If b., why not?

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- c. I have participated in the program. If c., how many stampcards have you completed?

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Section D: For the following items, answer true or false, based on this question: Are these items grown locally (within B.C.)?

True or False: Apples                      True or False: Pumpkins                      True or False: Grapes

True or False: Raspberries                      True or False: Oranges                      True or False: Coffee

True or False: Corn                      True or False: Squash                      True or False: Bananas

Thank you for participating in this survey.