

Local Food Awareness Week with the Centre for Sustainable Food Systems at the UBC Farm  
and UBC Food Services

A Social Ecological Economic Development Studies (SEEDS) Project

LFS 450: Land, Food, & Community III

Andrew Riseman, Winter Term 2

29 April, 2015

Group 2-Scenario 4

UBC Farm Interactive Signage

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### **Abstract**

Consumers in B.C. and around the world are becoming more interested in local foods because localized food systems benefit farmers, consumers, and the environment (Weatherell, Tregear, & Allinson, 2003; Feenstra, 1997). Despite benefits and interest, there is still a need to increase awareness of food locality, especially on our own UBC campus. In cooperation with UBC SEEDS and LFS 450, our group partnered with stakeholders Shannon Lambie of UBC Farm and Leith Blachford of UBC Student Housing and Hospitality to enhance awareness of local food in general, as well as the local food grown by UBC Farm and sourced by UBC Food Services (UBCFS). We proposed signage as a way to increase awareness and campus support, and from there the project evolved into a week-long campaign event, Local Food Awareness Week.

Our campaign will be a week of promotional activity in the first year residences Totem Park and Place Vanier, and will include information booths, newsletter signups, a photo contest, and promotional visual aids around the residences and cafeterias. Using a community based social marketing approach we took the list of local ingredients sourced by UBCFS, the UBCFS and UBC Farm logos and farmer interviews, and with them we created newsletter, poster, table topper, and shelf talker mockups for our stakeholders. The photo contest will utilize twitter and instagram and involve participants posting pictures of local food related activity, tagging @UBCFarm and @UBCFood, as well as using our campaign hashtag #LocalFoodUBC. We recommend the event be carried out starting next school year in September 2015, using high quality versions of promotional markups. We also recommend future SEEDS projects be focused on following up with our project, analyzing its success and the resulting awareness level among first year students using our mockup staff evaluation and student survey questionnaires.

### **Introduction**

Consumers are increasingly interested in local foods (Weatherell, Tregear, & Allinson, 2003). Localized food systems may benefit farmers, consumers and the environment, and can enhance social equity and democracy for community members (Feenstra, 1997). Consumers may choose to buy local food based on production methods, awareness of origin, food quality, the retail experience, or to engage with farmers and food producers with whom they have a relationship based on reciprocity, trust, and shared values (Weatherell et al., 2003). Although there is more interest in local food, some believe there is still lower levels of awareness by consumers about the benefits of local food. One way to address the low-awareness levels is through a local-food campaign.

### **Connection to Local and Global Food Systems**

Promoting local food at UBC will have positive benefits within the UBC food system, the North American food system, and the global food system. When buying local food you enhance community and support local farmers (Thomas, 1998). Farmers may have difficulty competing with large corporations or meeting market demands (Thomas, 1998). This leaves them out of the commodities market, and left to make a living selling their produce in a local marketplace (Thomas, 1998). Local foods may also offer more nutritious produce (Thomas, 1998). Food that is picked closer to the point of sale allows farmers to harvest crops at the peak of ripeness and deliver them to grocers within hours instead of days (Thomas, 1998). Choosing local food also benefits the environment. Food that is purchased closer to home means less travel time, decreasing fossil fuel consumption by transportation (Thomas, 1998). Also, local farmers are more likely to use alternative, perhaps organic, methods (Thomas, 1998). Despite the many benefits to choosing local foods, there is still a need to increase awareness of food locality.

### **Supporting Research**

Universities can serve as venues for a local food campaign to shift procurement practices toward local supplies. Hampshire College in Massachusetts proposed a Local Food

Challenge to source all food within 150 miles from the campus (Wissemann, 2014). This program implemented “Hampshire College Farm” or “Farm to Fork” labels indicating that local or farm produce was used in the dish to further expose their students to local food importance (Wissemann, 2014). The local food effort exposes students to information about their food origins and the impacts of their choices on local agribusiness (Wissemann, 2014). This effort ultimately leads to more sustainable food procurement and better-informed leaders for the food systems of the future (Wissemann, 2014).

### **Defining the Problem**

To strengthen the connection between UBC food consumers and local food systems, the Centre for Sustainable Food Systems at the UBC Farm and UBC Food Services have proposed signage as a way to increase awareness and further support localization efforts. The Centre for Sustainable Food Systems at the UBC Farm is a unique research centre that aims to understand and fundamentally transform local and global food systems toward a more sustainable, food-secure future (UBC Farm, n.d.). The UBC Farm sold \$23, 677 in gross sales to UBC Food Services (UBCFS) in 2014 (S. Lambie, personal communication, March 18, 2015). UBC Food Services is a self-funded ancillary department, comprised of residence dining halls, retail operations, and catering (UBC Food Services, n.d.). UBC Food Services currently sources 62% locally (L. Blachford, personal communication, March 19, 2015).

The relationship between the UBC Farm and UBC Food Services has existed for 20 years, since chefs became passionate of local ingredients because they tasted better, more nutritious, and superior in quality (S. Lambie, personal communication, March 18, 2015). This relationship will be extended through a Social Ecological Economic Development Studies (SEEDS) project as part of the course Land and Food Systems 450: Land, Food and Community III. With the guidance of our two community-partners, we, a group of six students, aim to increase UBC student awareness of food provenance and origin through a week-long event, Local Food Awareness Week, for Place Vanier and Totem Park residence dining halls.

The campaign will promote local food procurement, while highlighting UBC Farm produce with UBC Farm-specific content

### **Visions for Utopian Food System and Group Value Assumptions**

Our group agrees with the UBCFSP Visions for a Utopian Food System (Rojas et al., 2007), although we felt that the term utopia is too idealistic and not practical for real life situations. In addition to the principles already touched on in the project concerning local food procurement, other ways to improve food sustainability on campus might be to promote health and well being overall, with food low in fats, sugars and sodium, as well as taking accountability a step further and buying from local sustainable farms as often as possible. This would include farms that practice polyculture, crop rotations, cover crops, and IPM programs to name a few ecologically friendly methods.

It is important to note that our local food recommendations were based on our context. Since UBC is surrounded by the fertile and bountiful Fraser Valley and is situated in close proximity to several different growing climates, it makes sense to buy as much locally produced food as possible, especially when following what is in season. This might not be true for other universities and communities. Our recommendations reflected the context of our intended audience for this project: students in UBC Vancouver campus residences. Therefore, they are value-laden and will not necessarily apply to other paradigms. Our unique position as UBC students and as people who are educated in and have a passion for sustainable food systems guided how we approached the project, and allowed us to see through the eyes of our audience (students) as well as our stakeholders (food sustainability professionals).

## **Methods**

### **Stakeholder Meetings**

After initial face-to-face meetings with the two community partners, Leith Blachford from UBC Student Housing and Hospitality and Shannon Lambie from UBC Farm, the scope

of the project was shifted to best suit the needs and abilities of the UBC Farm and UBCFS, and to fit within the limitations of the LFS 450 project. The needs and objectives of all three parties were met and achieved by creating a specific objective: to promote awareness of local food efforts on campus, using first year residences as a channel to reach students.

### **Literature Review**

A literature review was conducted to investigate the types of local food system signage and marketing strategies that have been successful and unsuccessful. Past SEEDS projects were searched for in the online SEEDS Library using the keywords “local food” and “UBC Farm”. Relevant studies were reviewed to avoid repeating research that has already been done and to gain useful background information that would guide the direction of this project. Local and sustainable food system campaigns carried out by other universities were also examined. These were found by searching UBC Library Summons with the keywords “university food campaign” and “local food university”. The Community Based Marketing Framework was found via the UBC Library Summons using the keywords “local food marketing”, “effective marketing” and “university community marketing”.

### **Community Based Social Marketing**

Using the community based social marketing (CBSM) framework outlined by McKenzie-Mohr (2000), we identified the barriers to student awareness toward local food and the UBC Farm. CBSM is a marketing method that utilizes psychological knowledge to promote engagement in sustainable behavior at a community level (McKenzie-Mohr, 2000). Community based social marketing campaigns have been used to promote a number of sustainable practices, including local food consumption (Lynes, Whitney, & Murray, 2014). The general outline is to identify barriers to a behaviour, select behaviour to promote, implement a campaign, and later evaluate it (McKenzie-Mohr, 2000). To address the identified barriers we chose to design a week-long campaign for local food within two first year residences, Place Vanier and Totem Park. An evaluation worksheet for staff as well as a

student survey was created for future use, after the campaign has finished to assess its success.

### **Campaign Location, Timeline, and Budget**

Totem and Vanier dining halls were examined for their physical capacity for a potential local food campaign. Areas for posters, table-toppers, shelf-talkers, and an info-booth were identified. A week-long campaign timeline was developed. A budget was also estimated including physical materials and labour.

### **Usable Campaign Information**

Information was gathered for the campaign and prepared in such a way that it can be transferred quickly and easily to physical signage and e-materials. Information was analyzed on UBC Food Services' mandate, vision for this project, and what food and products they currently procure from local farms (and UBC Farm). Information was also gathered about UBC Farm, their desires for involvement in this campaign, and what they produce and sell to UBC Food Services. This information was acquired from the UBC Farm website, the UBC Food Services website, and from personal and email communications with the project's community partners.

### **Physical Materials**

Mock poster, table-toppers, and shelf-talkers were created using Indesign (Indesign, Version 10.5.8). All physical materials will include the hashtag #LocalFoodUBC , and the UBC Food services and UBC Farm logos. Poster mockups are to be placed around residences, specifically around dining halls, during campaign week. Five local farmers from the UBC Farm were interviewed for "Meet Your Farmer" segments to be made into table toppers and placed on tables in the dining halls throughout the week, or to be featured in the UBC Food Services e-newsletter. The questions were sent by email to our UBC Farm community partner, Shannon Lambie, who distributed them to UBC Farm staff members who were available and willing to participate. She then emailed the participant responses back. Staff photos were

used with permission from the UBC Farm website. Participants included: Julian Napoleon, Poultry Operations Coordinator; Mike Millar, Annual Fields Technician; Mel Sylvestre, Perennial and Biodiversity Coordinator; Crysta Lehman, Perennials and Volunteer Groups Assistant; and Tim Carter, Overall Field Manager.

### **Social Media**

Social media content was created for Twitter, Instagram, and Facebook. All posts were under 140 characters (with spaces) to be used easily on all platforms. A contest that will be accessible through these platforms was also outlined.

## **Results**

### **Community Based Social Marketing**

**Selected behaviour to promote.** Encourage student engagement in dialogue about the importance of choosing local food and promoting local and UBC Farm food for purchase.

### **Campaign Implementation and Evaluation**

**Personal observations.** Totem Park commons block and dining hall currently use posters, banners, and bulletin boards to convey event information to students. Bookable tables are available for information booth set-up. They are ideally located in the commons block in front of the entrance to the cafeteria. The Totem Park cafeteria signage is currently limited to small, sometimes obstructed signs about local produce that are inconsistent and not comprehensive. Figures 1 and 2 show examples of local food signage currently in place.





Figure 1. Totem Residence cafeteria signage for apples, UBC.



Figure 2. Totem Residence cafeteria signage on local products, UBC.

**Campaign timeline.** The Local Food Awareness Week will be one week in duration, and ideally occur in the first few weeks after students move into residences in September.

*First Day:*

- UBC Farm information booth in commons block promoting the campaign
- The social media contest begins
- There is a sign up for the UBC Food Services e-newsletter
- Twitter and instagram announcements about the campaign beginning

*Throughout Campaign:*

- Local food awareness table toppers and shelf talkers set up in dining hall
- Campaign posters are put up around the residences
- Social media posts promoting the contest

*Last Day:*

- Contest comes to a close

*Following Week:*

- Instagram contest winners announced and prizes distributed
- Table toppers and posters are removed

→ Shelf talkers in cafeteria remain in place throughout the year.

**Campaign budget.** Table 1 shows a rough estimate of the budget this campaign might require. This estimation is likely higher than reality, since the sign holders are already present in the dining halls and part or all of the contest prize could be donated by local farm and food businesses.

Table 1

*Estimated Budget for Execution of Local-Food Awareness Campaign*

<b>Item</b>	<b>Quantity</b>	<b>Price</b>	<b>Total</b>
4X6" Acrylic Sign Holder	100	\$1.84	\$184.00
4X6" Glossy Photo paper (100 pack)	1	\$19.46	\$19.46
Hilroy Heavyweight Bristol Board White - 22x28"	10	\$0.69	\$6.90
Labour	16	\$10.00	\$160.00
Contest Prize	1	\$50.00	\$50.00
<b>Grand Total</b>			<b><u>\$420.36</u></b>

**Usable campaign information.** See Appendix A for a list of all the products sold to UBC Food Services from May 20<sup>th</sup> - December 10<sup>th</sup>, 2014. Four-hundred and fifteen individual produce items were sold to Totem, Sage, Vanier, Wescadia, Ideas Lounge, Point Grill, and Central Kitchen.




**Usable segments for newsletter content.** See Appendix B for segments with points about the benefits of eating local food that can be used to promote student awareness in a newsletter and/or used as content for table toppers during the event.

**Farmer interviews.** The interview questions and UBC Farm Staff responses and photos are shown below.

**Questions.**

1. Where are you from?
2. What did you study in University and where?

3. What do you do at UBC Farm?
4. What makes UBC Farm special/unique to you?
5. What is your favourite thing to grow?

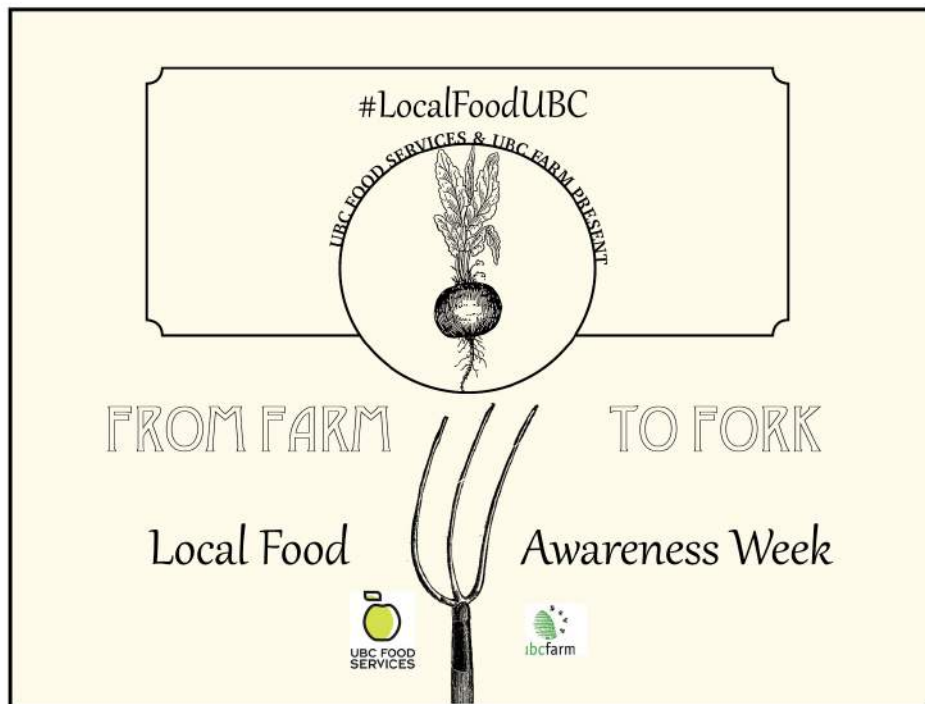
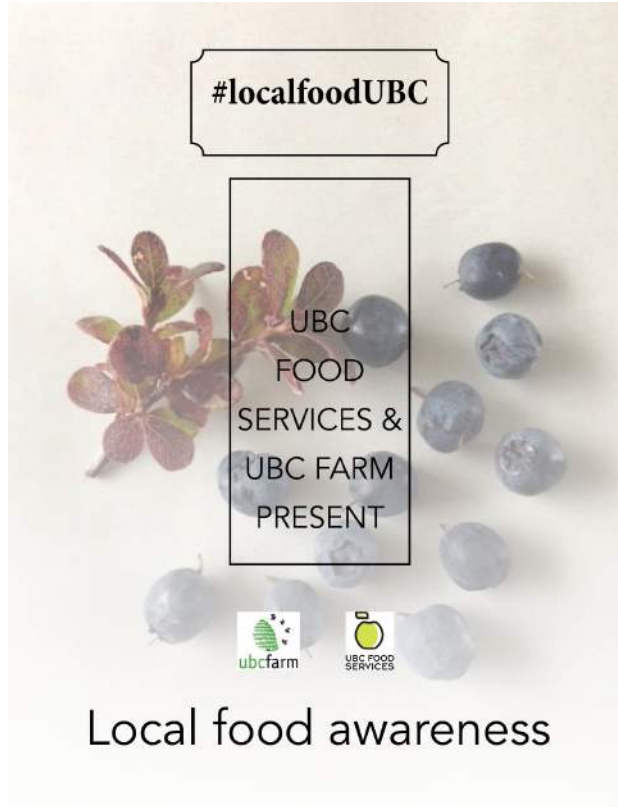
Farmer	Responses
 <p data-bbox="256 911 487 947"><b>Julian Napoleon</b></p>	<ol style="list-style-type: none"> <li>1. I'm from Moberly Lake, BC. (Peace Region)</li> <li>2. Currently studying Food &amp; Environment in LFS</li> <li>3. I am the poultry operations coordinator at the UBC Farm, also field crew</li> <li>4. The UBC Farm offers me the opportunity to apply classroom knowledge. It is also a special, beautiful place that offers respite from the city.</li> <li>5. I love growing chickens! All crops fill me with wonder as they grow.</li> </ol>
 <p data-bbox="256 1404 409 1440"><b>Mike Millar</b></p>	<ol style="list-style-type: none"> <li>1. Vancouver, BC</li> <li>2. Plant and Soil Science, LFS</li> <li>3. Annuals Field Technician</li> <li>4. The people and the fact that the farm is in a place so close to nature</li> <li>5. Tomatoes</li> </ol>
 <p data-bbox="256 1858 446 1894"><b>Mel Sylvestre</b></p>	<ol style="list-style-type: none"> <li>1. St-Barthelemy, QB</li> <li>2. Plant and Soil Science, LFS</li> <li>3. Perennial and Biodiversity Coordinator</li> <li>4. The interconnection between production, education, and research</li> <li>5. Strawberries</li> </ol>

 <p><b>Crysta Lehmann</b></p>	<ol style="list-style-type: none"> <li>1. New York, USA</li> <li>2. Food &amp; Environment at UBC</li> <li>3. I'm the perennials assistant and I also help lead volunteer groups</li> <li>4. The huge and diverse wealth of knowledge and wisdom held by everyone involved with UBC Farm, and the eagerness to share that knowledge</li> <li>5. Growing food is always amazing.</li> </ol>
 <p><b>Tim Carter</b></p>	<ol style="list-style-type: none"> <li>1. Alabama, USA</li> <li>2. History, UBC</li> <li>3. Overall Field Manager</li> <li>4. Can't pick just one thing</li> <li>5. Carrots</li> </ol>

**Physical materials.** Below are the poster mockups and “Meet Your Farmer” table toppers to be used during the campaign. Permission received for use of UBC Farm and UBC Food Services logos.







UBC Food Services  
presents  
In association with  
UBC farm



Local Food Awareness Week  
#LocalFoodUBC

*Local Food Awareness Week*



#LocalFoodUBC

## Meet your farmers!

### Crysta Lehmann

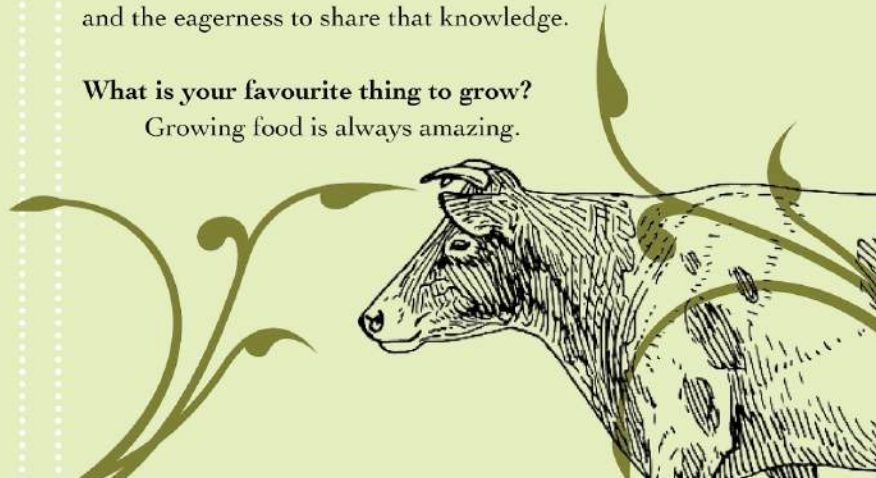
**Where are you from?**  
New York, USA

**What did you study in University and where?**  
Food & Environment at UBC

**What do you do at UBC Farm?**  
I'm part of the field crew and help lead volunteer groups.

**What makes UBC Farm special/unique to you?**  
The huge and diverse wealth of knowledge and wisdom held by everyone involved with UBC Farm, and the eagerness to share that knowledge.

**What is your favourite thing to grow?**  
Growing food is always amazing.



**Evaluation.** See Appendix C for a pre-made staff evaluation and student survey. The staff evaluation can be filled out, documented, and discussed. A student survey can be given on iPads in dining halls the week after, or sent out in the form of an e-survey link through the UBC Food Services e-newsletter. Both will be used to assess the success of Local Food Awareness Week.

### **Social Media**



**Contest outline.** An Instagram contest (promoted using both twitter and instagram) will begin on the first day of the Local Food Awareness Week and end at midnight on the last day of the campaign. Participants must post a photo of local food on campus and use the hashtag #LocalFoodUBC, as well as tag the social media accounts for UBC Farm (@UBCFarm) and UBC Food Services (@UBCFood). All photos entered during the campaign period will be reviewed and three winners will be chosen based on how well the post portrays local food, style, and creativity. The winning posts will be announced on twitter and re-posted on instagram the following week by both UBC Farm and Food Services, tagging the contest participant's account name.

**Social media example content.** See Appendix D for campaign and contest promotional "tweets" to be used by UBC Farm and UBC Food Services during the campaign.

## Discussion

### Budget

Our proposed budget assumes that no items listed in the budget are acquired by the UBC Farm or UBC Food Services. However, based on visual observation of the dining halls, table toppers and shelf talkers are already in place. In addition, the budget assumes that labour costs are not covered. The reasoning to include these items is to set a maximum price point for the items required for our campaign. We do however expect that the total cost of the campaign will be substantially less than the proposed budget.

### Usable Campaign Information

With the growth of large-scale monoculture agricultural systems, a growing disconnect between producers and customers has occurred (Spector, 2002). Due to this disconnect, we have created a cultural divide between farmers and the rest of society. This has resulted in restricted knowledge about the production practices used in creating our food and how these production practices affect our health and environment (Spector, 2002). Our useable campaign information aims to close this disconnect between farming systems and the UBC

society. By providing farmer bios, snippets of food awareness issues, and highlights of what produce is being procured by UBC Food Services, we aim to build a more intimate relationship between first year residents and their food.

### **Physical Materials**

A study by Rao et al. (2014) found that table toppers containing information about healthy food choices were found informative to 86% of participants. In addition, 75% of participants agreed that the information had made them more aware of healthier lifestyle choices. Although a follow up on our campaign is not within the scope of this project, our group expects that table toppers promoting local food awareness will yield similar positive results from students given the similar demographic (university students) and campaign theme. Posters are a common tool which previous SEEDS groups have used to promote their campaigns (Groups 1, 7, 9, 2005; Group 17, 2004; Group 12, 2006). The posters can be strategically placed throughout Vanier and Totem residences to increase the awareness of our campaign. Information on the posters can contain a number of information sources provided in this paper. For example, one or more of the farmer bios can be displayed on the poster as well as one or more of the snippets of "The Benefits of Eating Local Food". These posters will benefit by connecting students with information on UBC farmers and information on local food consumption.

### **Social Media**

Social capital can be defined in terms of social networks, trust, civic engagement, life satisfaction and a variety of other concepts (Valenzuela, 2009). However, the core ideas of social capital come from the resources available to people through their social interactions (Valenzuela, 2009). The reasoning to use social media as a tool to promote local food awareness on the UBC campus is stemmed from the idea that social media sites, such as facebook, promote social capital among their users. This investment in social networks is necessary for successful participation in collective activities (Valenzuela, 2009), which, within

the context of our project, is the promotion of local food awareness. Social media sites such as twitter, facebook and instagram are most heavily used by young adults (Herdağdelen, 2013). The prevalence of social media as a tool of communication among young adults will allow our food awareness campaign to reach a large number of students through the idea of “viral marketing”.

### **Limitations**

Posters are intended to be a way of exposing people to a persuasive message with the intention of bringing about a change in attitudes and/or behaviour (Jenner et al., 2005). However, some limitations to their effectiveness have been noted. The effectiveness of poster campaigns may be limited by poor production and display (Jenner et al., 2005), and it is therefore important that the posters we have proposed be produced in a high quality format to achieve their desirable effect. The display location can also be a limiting factor since the posters will only be displayed in first year residences and the message will only reach first year students who live there. This excludes the rest of the student population as well as staff. Posters are also limiting because the information is delivered in a very passive way. Passers-by may see the posters, but can choose not to read them, or if the design is not eye catching enough, they could potentially be overlooked completely.

### **Recommendations**

By using the SMART guidelines we composed recommendations for our stakeholders. We recommend that our proposed campaign be taken under serious consideration by the UBC Farm and UBC Food Services for the next school year and implemented in September. The campaign should also be changed as needed to suit the needs of both parties. We also recommend that the relationship between the UBC Farm and UBC Food Services grow into more than just buyer and seller. Under this campaign they will have a common interest: promoting food locality. As such, they will both share and utilize a common logo that will be promoted using social media and advertised around the UBC community. Since the UBC

Farm and UBC Food Services both have their own unique audiences, combining powers and resources could launch a very successful campaign. We recommend that UBC Farm and UBC Food Services use financial indicators to track growth and success. The current sales revenue is at \$23,677 for 2014 and the UBC Farm and UBC Food Services should decide what the revenue should look like in the next year, 5 years, 10 years, etc. and work towards that goal. As prepared by our team, a selection of poster, table topper, and shelf talker mockups were created. We recommend that students be exposed to the people growing the food they eat and the table toppers will communicate that. We recommend that these mockups be used interchangeably across all mediums. Please contact Jaclyn Simon at [j7simon@hotmail.com](mailto:j7simon@hotmail.com) for permission and use of materials.

### **Scenario Evaluation and Feedback**

Since our proposed plan for the Local Food Awareness Week will not be put into action until next year, our team evaluated the successfulness of our project by analyzing our fulfillment of stakeholder goals and our completion of a fully detailed event proposal that will increase awareness of UBC Food Services' and UBC Farm's commitment to local food. We were successful in conducting a primary literature review, leading to the implementation of community based social marketing into our project plan. We utilized UBC Food Services' list of locally sourced ingredients in our mockup of visual aids for the dining hall. To create further interest in the UBC Farm, farmer interviews were conducted with five employees of the farm and used in the visual aids. To further bolster our evaluation of the project, we made timely correspondence with our stakeholders, Shannon Lambie and Leith Blachford, a high priority. It was through this communication that we were able to shift the project from solely signage to a full-scale, week-long event, better suited to meet our stakeholders' goals. We also acted as a liaison between the visions and needs of both the UBC Farm and UBC Food Services, making sure that both agendas were given equal consideration.

To deem this a successful project, our deliverables (ie. posters, table toppers, shelf signage, and farmer interviews) needed to be easily available and ready for use by UBC Food Services, so they can easily integrate all promotional material into the Totem and Vanier Residences. We've included accessible mockups of all deliverables in our final paper and emailed them to the stakeholders. We created a detailed plan of how our event will unfold throughout the week, how our contest will play out, and included example promotional tweets. Overall, our project was successful because we exceeded our original signage project outline by adding a photo contest and an awareness-themed week, as well as satisfying our stakeholders' vision for the promotion of local food, UBC Food Services and the UBC Farm.

**Reflection.** It was challenging in the beginning of our planning to narrow down the scope of our project and our stakeholders' goals. We were discouraged by initial communication issues and missed meetings. Also, the project was quite open ended, with the opportunity to do many different types of signage in different locations. However, working with our stakeholders through the initial bumps, we believe we formed a great project goal and found the perfect audience, first years in Totem and Vanier. We believe reaching students in their first year through their own dining halls and UBC Food Services will stimulate an early conversation about local food in their university careers as well as promote an important local food location right on their very own campus: UBC Farm.

Another challenge of our project was the question of whether or not our research, event plan, and mockup visual aids would be put into use in the form of our proposed Local Food Awareness Campaign next year. Near the end of our project, a group member discovered a previous UBC SEEDS project from 2006 that addressed the same goals we had in promoting local food, that supplied visual aids, and that created an event-styled promotional plan very similar in nature to ours. It was discouraging as this plan does not seem to have been put in place, or if it was, did not last. We feel our Local Food Awareness Week has the potential to be a successful campus event and that we really captured what our stakeholders

were looking for. We set attainable goals and met them and hope to see our vision come to light next year. While it is disappointing that most of us will not be here to see if our project is utilized and will not be present for implementation and evaluation, we hope it is a project plan that is taken to the next level.

**Feedback.** Next year's LFS 450 students should make sure to take care of three key things as soon as possible: 1) contact the stakeholders to ask for their vision and goals, 2) clarify the project and any questions with the TA and the SEEDS coordinator, and 3) search for previous SEEDS project reports from other students. The project proposal may indicate certain goals and ideas, but the stakeholders can really expand on these and clarify or alter what they want the final project to look like. The SEEDS coordinator is a great source for getting help with communicating with stakeholder partners and for helping groups narrow down the scope of their projects. The TA can clarify what is needed in the write-ups and proposals. We believe it would be really interesting for future groups to stay in contact with their stakeholders, see if their projects were implemented, and evaluate how their research is being used.

The LFS teaching team and SEEDS coordinator were very helpful and a great support throughout this project. We appreciate them as a resource for clarification and aid in forming our project and writing our final paper. In the future, we recommend that clearer guidelines be given for the project outline and literature review, as well as more detail on whether or not our project or a similar project had been done by SEEDS in the past. Although our group conducted an early search of SEEDS, it was not until late in our progress that we discovered a very similar project. Having this knowledge ahead of time would have given us clarification as to why this project had not been implemented and if there were any satisfaction issues with the stakeholders. Also, the paper's resources and research would have been an invaluable tool for our own paper. For next year's SEEDS projects, it would be interesting to have a group follow up on our signage project, implement the event, and research the effectiveness

of the signage. They should assess the awareness level of first year students, with regards to UBC Food Services, UBC Farm and local food, before and after Local Food Awareness Week, and compare it with past data.

### Media Release



In collaboration with UBC SEEDS, UBC Food Services and the UBC Farm, we created a campaign aimed towards students to increase their knowledge about the importance of local food. Our work revolved around creating all forms of signage that would expose students to where their food comes from, who grows their food, and the impacts their choices make.

#### Item of Significance #1

We were given the opportunity to create something that can reach thousands of students and will grow as the UBC community grows. We created #LocalFoodUBC, a hashtag aimed towards letting students know that what they eat is grown on campus a few hundred meters away. Use the hashtag when you are choosing local ingredients!

#### Item of Significance #2

Working with UBC Farm and UBC Food Services, we came up with a set of different objectives than what was originally proposed by the teaching team. We shifted our paradigm to cater to our stakeholders because it was important for initiating change within the UBC community. Our work is the beginning of what can be a great addition to the UBC student

experience. Check it out and be sure to visit UBC Farm and UBC Foods Services to see how YOU can get involved with #LocalFoodUBC.

### **Conclusion**

After two months of collaboration between UBC Food Services and UBC Farm, we learned that they have a long history of working together to increase the amount of local food around UBC. This project is aimed towards encouraging students to choose local ingredients by showing them that the food they already consume in dining halls and food outlets around UBC is mostly locally grown and produced. Our campaign reinforces that UBC Food Services works towards sourcing as much locally grown food from the UBC Farm and other sources as possible. The tools utilized include posters, digital media, and social media. We do feel that there is a disconnect in communication between UBC Farm and UBC Food Services and hopefully this campaign will serve as a way to achieve a common goal. By the end of the campaign, students should become more conscious about their choices and look for more meals containing local ingredients.

### **Literature Cited**

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## Appendices

### Appendix A.

List of produce sold to UBC Food Services from May 20<sup>th</sup> to December 10<sup>th</sup>, 2014.

Item (unit)	Units sold	Item (unit)	Units sold
Apple, bulk (lb)	20	Kale, tote (10 lb)	48
Arugula, bag (0.34 lb)	2	Leek, bulk (lb)	133
Arugula, tote (10 lb)	14.5	Lettuce Head (each)	30
Bean, Bush, Green, bulk (lb)	143	Lettuce Head, Mini, case (18 count)	20
Bean, Bush, Purple, bulk (lb)	98	Mizuna, Green, tote (10 lb)	4.5
Bean, Bush, Yellow, bulk (lb)	133	Mizuna, Red, tote (10 lb)	11
Bean, Dry, bulk (lb)	10	Mustard, tote (10 lb)	9
Bean, Fava, bulk (lb)	20	Onion, Fresh Walla Walla, bulk (lb)	10
Bean, Romano, bulk (lb)	115	Onion, Scallion, bunch (0.25 lb)	7

Beet, bulk (lb)	1158	Potato, German Butter, bulk (lb)	125
Beet, bunch (1.75 lb)	110	Potato, New, German Butter, bulk (lb)	115
Blueberry, 3 quart (4.5 lb)	1	Potato, New, Purple, bulk (lb)	30
Blueberry, flat (9 lb)	7	Potato, Purple, bulk (lb)	50
Cabbage, Red, bulk (lb)	26.5	Potato, Red, bulk (lb)	235
Carrot, 2nd quality, bulk (lb)	20	Pumpkin, Decorative, lg (each)	5
Carrot, bulk (lb)	2188	Pumpkin, Decorative, sm (each)	6
Carrot, bunch (1 lb)	10	Pumpkin, Early Jarrah, bulk (lb)	160
Celery, bulk (lb)	50	Pumpkin, Rouge vif d'etempes, bulk (lb)	516.2
Chard, tote (10 lb)	51	Pumpkin, Speckled Hound, bulk (lb)	200
Collard, tote (10 lb)	5.5	Radicchio, bulk (lb)	7
Cucumber, Lemon, bulk (lb)	10	Radish, bunch (0.5 lb)	20
Cucumber, Long English, bulk (lb)	85	Rhubarb, bulk (lb)	79
Cucumber, Persian, bulk (lb)	5	Salad Mix, bulk (lb)	46
Fennel, bulk (lb)	30	Strawberry, flat (9 lb)	6
Flower, Bouquet, lg (each)	6	Tomatillo, bulk (lb)	46
Flower, Bouquet, med (each)	1	Tomato, Cherry, flat (9 lb)	1
Garlic, Cured, bulk (lb)	1	Tomato, Cherry, pint (0.75 lb)	38
Herb, Chive, bunch (1.5 oz)	3	Winter Squash, Acorn, bulk (lb)	50
Herb, Lemon Balm, bunch (0.5 oz)	3	Winter Squash, Blue Hubbard, bulk (lb)	240
Herb, Mint, Apple, bunch (0.5 oz)	1	Winter Squash, Butternut, bulk (lb)	385

Herb, Mint, Spearmint, bunch (0.5 oz)	3	Winter Squash, Carnival, bulk (lb)	50
Herb, Parsley, Flat, bulk (lb)	14	Winter Squash, Delicata, bulk (lb)	140
Herb, Parsley, Flat, bunch (4 oz)	5	Winter Squash, Kabocha, bulk (lb)	205
Herb, Rosemary, bunch (1 oz)	27	Winter Squash, Red Hubbard, bulk (lb)	295
Herb, Thyme, bunch (0.5 oz)	11	Winter Squash, Spaghetti, bulk (lb)	920
Kale, bunch (0.67 lb)	3	Zucchini, bulk (lb)	261
		<b>Grand Total</b>	<b>8894.2</b>

## Appendix B.

Ready-to-use newsletter segments about the benefits of local food

**Reduce Your Ecological Footprint:** When food is transported from far away, whether it gets here by plane, train, truck or ship, an enormous amount of fossil fuels are burned, releasing greenhouse gasses that contribute to air pollution, acid rain, and climate change. Eating local, sustainably-grown foods can considerably reduce your personal carbon footprint!

**The Freshest You Can Get:** Transporting food across the world (or continent) takes time and energy. Growers often need to harvest produce weeks before it's ripe, and ship it in energy-intensive refrigerated compartments to keep it from spoiling before it reaches your plate. When your food doesn't need to travel, it can be harvested when it is ripe. This way your food will be at its freshest, and have maximum nutritional value.

**Promote Food Safety:** Eating local food means there are fewer steps between producers and consumers, and consequently fewer opportunities for contamination. Also, during any food-related outbreaks, such as *E. coli* contamination, knowing where your food comes from

(and the journey it's taken to get to you) gives you the opportunity to know if you're at risk, and to plan better in any such event.

**Support Local Farmers & Preserve Farmland:** When you buy local produce, your money passes through fewer hands and more of it ends up with the people actually growing your food. By supporting local farming businesses, you help keep agricultural land safe from commercial development and available for our own enjoyment, while protecting the plants and animals that rely on that land for survival.

**Feel Like You Belong:** By participating in local economies and knowing where your food comes from, you will soon develop a much stronger sense of place and community! Eating locally means gaining a better understanding of the seasonal possibilities and limitations of the land in the place you call home.

### **Appendix C.**

Staff Evaluation and Student Survey

#### **Local Food Awareness Week**

##### **Staff Evaluation**

1. Do you think the goal of increasing awareness was achieved?
2. Was there an increase in followers on @UBCFarm and @UBCFood social media platforms?
3. Do you think the physical materials (posters, table toppers, signage) were effective? If not, how could they be improved?
4. Was there a response to the social media campaign?
5. Was the budget enough? Too little?
6. Should there be more events during the week? (If so, what?)
7. What should be done differently next time?

#### **Local Food Awareness Week**

##### **Student Evaluation**

1. Did you know there was a local food campaign held last week at Vanier and Totem dining halls?

2. If so, are you more aware about local and UBC Farm food offered at residence halls?
3. Do you think you will choose local food from UBC Farm if given the option?
4. What things would you like/not like to see during a local food campaign at UBC (Events, contests, posters, etc. )?

#### Appendix D.

Examples of social media content to be used during the campaign.

- “Find @UBCFarm food at #Vanier & #Totem ! Feeding 1st for 20 years! @UBCFood #LocalFoodUBC”
- “1000 of lbs of @UBCFarm carrots were eaten by students at #Vanier & #Totem last year! #LocalFoodUBC @UBCFood”
- “Over \$23,000 local food items procured from @UBCFarm in 2014! #LocalFoodUBC @UBCFood”
- “CONTEST! Snap a pic of #LocalFoodUBC and post before Friday on #Instagram w/ #LocalFoodUBC to win! Must tag @UBCFood & @UBCFarm”
- “CONTEST! Let us see the #LocalFoodUBC in your life! Post a pic before Sat 11:59pm to #Instagram and tag @UBCFood & @UBCFarm”
- “Did you post a #LocalFoodUBC pic to #Instagram this week? Winners announced by @UBCFood and @UBCFarm [*enter date*].”
- “Local food week @UBC ! Check out local food #Vanier & #Totem. @UBCFood @UBCFarm #LocalFoodUBC”
- “Check out the @UBCFood newsletter for EXCLUSIVE interviews with the farmers @UBCFarm that grow your #LocalFoodUBC”