

**Creating a culture of sustainability through a focus  
on food: PLU's Sustainable Foods Movement**

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## OVERVIEW

This past summer, with the help of faculty, staff, and students, I organized next year's Sustainable Foods Movement, this project works to "green" PLU's food system by increasing student awareness of issues of food sustainability while providing tangible means through which individuals can actively live, not just think, sustainably. Almost two years ago, as one of GREAN's student leaders, I began meeting with Dining Services to try to increase student's organic, vegetarian, and local food options. I soon learned that one of Dining Services' biggest concerns in making such a shift was that there would not be a large enough student demand for such foods, thereby resulting in a problem of food waste. In recent years, PLU has made praiseworthy strides toward making many of its operations more sustainable, but outside of the classroom little has been done on a large *diversified* scale to increase student awareness and action. Through networking with different on-campus departments and groups, my summer's work has attempted to create a diversified movement that will reach a wide range of individuals and provide them with tangible ways in which they can make socially, environmentally, and ethically sound food choices while at PLU *and* after they graduate. My hope is that the movement will bring PLU closer to cultivating a culture of sustainability, in which a demand for sustainable products and services will allow campus operations, such as Dining Services, to transition to becoming more sustainable.

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Dining Services  
Women's and Gender Studies  
ASPLU  
Resident Hall Association (RHA)  
GrassRoots Environmental Action Now! (GREAN)  
The Matrix  
PLU Community Garden  
Student Involvement and Leadership (SIL)

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Kate Fontana. This year's other Sustainability Fellow who worked to start PLU's Community Garden with Becky Mares.

Becky Mares. Worked with Kate Fontana to start up PLU's Community Garden and PLU's garden club.

JP Kemmick. Dining Services' Sustainability Intern and President of GREAN.

Beth Kraig. Faculty Mentor for Kate Fontana and my Sustainability Fellowships, and Becky Mare's Women's Studies internship with PLU's Community Garden

Erin McGinnis. Director of Dining Services and staff mentor for my Sustainability Fellowship.

## Introduction

The demand for a supply of more sustainable products, buildings, and operation systems comes from communities of people who live with an awareness of their relationship to the earth and one another. This culture of sustainability is what drives individuals, groups, and organizations to make their living practices more sustainable, which in turn, by example, influences others to do the same. In the last few years, Pacific Lutheran University has been moving toward creating a culture of sustainability. However, as PLU continues on its path toward becoming a more sustainable campus, it will not be enough for students to go to class in an eco-friendly building or eat local and organic foods if they are not actively aware and engaged in *why* such practices are important. By encouraging students to be more actively aware and engaged in issues of sustainability, PLU not only ensures that students graduate with the knowledge of how to live sustainably away from campus, but that their knowledge will increase the demand for PLU's efforts toward becoming a more sustainable campus to continue in the future. In order to foster a culture of sustainability PLU must actively work to increase student, faculty, and staff awareness on issues of sustainability, as well as "green" its operations.

This summer, as one of PLU's Sustainability Fellows, I researched and worked on ways in which PLU can move toward establishing a culture of sustainability. Two years ago, as one GREAN's student leaders, I met with Dining Services in an effort to bring more local, organic, and vegetarian food choices into the UC. One of Dining Service's biggest concerns in making such a shift was that there would not be enough student demand for such foods, thereby resulting in a problem of food waste. Such concerns are well founded based on the fact that last year's top food choice was chicken strips an indication that food sustainability is not a priority for most students when they are trying to decide what foods to eat.<sup>1</sup> As Dining Services works to make PLU's food system more sustainable people like Erin McGinnis, Director of Dining Services, have to take into account not only what foods they provide the University, but also how to confront our current problem of food waste.

In the last few years PLU has been active in making many of its operations more sustainable. This past year marked the construction of Morken Center, a LEED Gold Certified building, which gave PLU regional recognition for its practices in sustainability.<sup>2</sup> Sustainability of our food system in the last few years improved, as Dining Services has recently begun offering more vegetarian, local, and organic food choices. In the last three years Dining Services has doubled their sustainable food options each year<sup>3</sup>. In addition to offering more sustainable food options, Dining Services is also attempting to better inform students on what foods are available to them and educate students on the importance of eating more sustainably. Last year JJ Stolz, Dining

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1 "What's Good in the UC Bracket 2005." Attachment in email from J.J. Stolz (August 14, 2006.) Each year Dining Services has students vote for the favorite and least favorite foods.

2 An article in *The News Tribune* reports on the opening of Morken Center. Wickert, David "Environmental Practices Win PLU National Rating." *The New Tribune*. July 23, 2006.

3 Source from Erin McGinnis Interview 8/31/06.

Services Operation Manager, created a vegetarian and vegan symbol system so that students could make informed decisions on what foods they eat on campus. Indeed, PLU has begun making some praiseworthy strides toward becoming a more sustainable campus; however, the majority of its efforts have been in “greening” its operations or *supply*. Yet, in order to truly become a sustainable campus, PLU will need to create a culture of sustainability, which will in turn provide a self- sustaining *demand* for “green” products, buildings, and operations. For the last few years the Sustainability Committee and GREAN have worked to foster a culture of sustainability at PLU through a number of educational outreach programs, including bringing a number of inspirational Earth Week speakers to campus. This past April, Terry Tempest Williams, one of the United States most well-known environmental activists and nature writers, came as PLU’s keynote Earth Week speaker. William’s visit empowered and inspired many people, generating an energy for change on campus. Such efforts need to spread beyond the Sustainability Committee and GREAN to all sectors of the university, which is something the Sustainable Foods Movement is attempting to do.

### **Sustainable Foods Movement: “What Shade of Green Are You?”**

PLU’s Sustainable Foods Movement is working to cultivate a culture of sustainability by creating a coalition of individuals, departments, student clubs and organizations, classes, and off-campus organizations, which can work together to bring issues of food sustainability to many different sectors of our university (Appendix D). At the beginning of summer I planned to have The Sustainable Foods Movement focus on the importance of supporting localized food systems. However, because we wanted to reach a wide range of individuals, groups, and departments, the scope of the movement was enlarged to include topics of human health, organic foods, whole foods, cooking, food ethics, hunger and poverty, feminism and food, composting, reducing food waste, and eating vegetarian. The Sustainable Foods Movement slogan “What Shade of Green are You?” (Appendix J) tries to incorporate the wide ranging focus of the movement by asking individuals to start from where they are and take action to support more socially and environmentally responsible food systems.

Not only will this movement raise awareness on the importance of food sustainability, it will also provide educated individuals with the opportunity to share their knowledge with others and act upon their awareness. Awareness needs to be coupled with outlets for action to take place, for without these outlets awareness goes stagnant, resulting in feelings of frustration, depression, cynicism, and apathy. It is for this reason that in addition to raising general awareness, the Sustainable Foods Movement provides and will continue to provide people with information on how they can eat, purchase, cook, and produce foods in a more sustainable manner. For example, the PLU community garden both teaches people about the importance of raising food organically and *how* it can be done.

## Why a Food Focus?

This summer we could have easily created a Sustainable Building Movement, or a Sustainable Transportation Movement, yet food seemed like a more appropriate and needed topic to focus on. The Sustainable Foods Movement is working to create a culture of sustainability through a focus on food for the following reasons:

### **I. Daily Interaction**

Each one of us eats—hopefully—on a daily basis; this fact makes food an excellent place to start discussing the social, global and environmental implications of food and our personal lifestyle choices. How our food is produced and consumed has a profound impact on our individual health and the environment, and by raising awareness, we hope that individual’s daily food choices will become more intentional and thus, become habitual parts of sustainability. Through this new level of internationality, the Sustainable Foods Movement hopes to create a demand for more socially and environmentally responsible food systems both within and outside of PLU. Through the Sustainable Foods Movement, food becomes a place where people can, daily, exercise their power of choice over what sort of food system they want to support, and gradually move toward living more sustainably on this earth.

### **II. Food Production’s Profound Impacts**

The way our food is produced and consumed has profound impacts on food security and the health of individuals and the environment. Industrial and corporate food systems have resulted in the loss of localized sources of food, bringing about the loss of privately owned farms, the skyrocketing of food transportation miles, and shocking environmental destruction. Literature on the problems and solutions to our current food system is abundant and far-reaching. In Brian Halweil’s book *Eat Here*, he argues that we need to support more local food systems.<sup>4</sup> As Halweil points out, the average food item travels 1,500 miles from the field to your plate, meaning each meal you eat, if not purchased locally, has contributed to the ever-increasing amount of greenhouse gases in our atmosphere. Today, as global warming becomes a rising concern, how we produce and distribute our food is a topic of great importance. As Michael Pollen points out in his book *Omnivore’s Dilemma*, “We seldom focus on farming’s role in global warming, but as much as a third of all the greenhouse gases that human activity has added to the atmosphere can be attributed to the saw and the plow.”<sup>5</sup> In addition to the vast array of environmental problems industrial agricultural methods create they are also socially destructive. As Jeff Voltz, Executive Director of Farming and the Environment points out in his recent column to the *Seattle Times*, “Because of the way our current food system is

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4 Halweil, Brian. *Eat Here*

5 Pollen, Michael. *Omnivore’s Dilemma*. Page 194

structured, the majority of the value of a product is realized first by the retailer, followed by the branding and marketing companies, then processors, brokers and transportation. The farmers get little of what is left.”<sup>6</sup> As a result we are seeing smaller local farms go out of business, an increase in dependency on a few corporations that control our food supply, and an increase in the number of miles food must travel to get to our plates. In short, we have lost control over how our food is produced, who produces it, what kinds of foods are grown, and where the money we spend on food goes, leaving the health of individuals and the environment in the hands of the corporate few.

### **III. Talloires Declaration**

On Earth Day 2004 PLU President Loren Anderson signed the Talloires Declaration, committing PLU to becoming a more sustainable campus (Appendix G). The Talloires Declaration has been signed by over 300 universities world-wide; however, PLU was the first University in the Pacific Northwest to sign onto this pledge, making us a leader in regional sustainability efforts. As a university that has made a pledge to sustainability, food is a topic that cannot be overlooked. The Sustainable Foods Movement does not just focus on the university’s commitment to making its operations, services, and buildings more sustainable, but also urges the university to foster a culture of sustainability both at PLU and in the outside community. A number of the educational outreach programs will be open to both PLU and the outside community, thereby working to spread sustainable practices further (Appendix C). By creating this culture of sustainability the movement hopes to provide sustained momentum that will provide the university with the needed *demand* to continue on its path to making sustainability a priority.

### **IV. Sustainable Foods: A Summer Theme**

This summer there were four students working on trying to improve food sustainability at PLU. Students Becky Mares and Kate Fontana<sup>7</sup> started a community garden, JP Kemmick was hired by Dining Services as their Sustainability Intern to work on reducing food waste, and I researched ways in which the university could create a culture of sustainability through a focus on food. Throughout this next year, these projects will be incorporated into campus life through both curricular and extra-curricular activities and events. These projects provided a great source of collaboration in developing a Sustainable Foods Movement and are indicators of students’ interest in the topic of food sustainability.

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6 Voltz, Jeff. “Taking Back Our Food System” *Seattle Times*. November 24, 2005

7 This summer Kate Fontana, as the other Sustainability Fellow, and I worked closely together, meeting regularly with Beth Kraig to talk about how to reach a wide range of students with varying interests and commitments to sustainability. Kate Fontana’s work has been documented in her report *Common Ground: Proposal for an Organic Community Garden at Pacific Lutheran University*.



## **V. Dining Services' move toward sustainable dining and the need for a greater student demand**

Dining Services has begun to move toward more sustainable dining, but feels it needs more of a demand for such a food system before it can fully make the transition. The Sustainable Foods Movement will attempt to raise campus awareness on issues of sustainable foods, thereby providing the needed demand for an increase in local, organic, and vegetarian foods. As PLU works to become a more sustainable campus attention needs to be placed on cultivating both the supply and demand for more sustainable products and services. Dining Services has started to provide a greater supply of sustainable food products, but is worried about the demand for such items. The Sustainable Foods Movement hopes to cultivate this demand.

## **VI. Diversity and breadth of topic**

One of the goals of the Sustainable Foods Movement is to reach a wide range of students with varying interests and commitments to sustainability. By networking with groups, organizations, and departments not normally involved in campus sustainability efforts the Sustainable Food Movement hopes to reach a larger percentage of the PLU community. For some people, the environmental impacts of food production may not be a concern, but its implications to human health may. In addition to drawing people in with a different array of concerns and values, we also hope to reach them by bringing the topics to where they are. One way in which we hope to do this is through offering educational outreach activities that couple food sustainability with other themes or topics. For example, the cooking classes offered by the Scandinavian Center may reach students that are interested in Scandinavian Culture and learning how to cook, but who might not have been originally concerned with issues of food sustainability. A student may come to this event with no prior knowledge of the importance of eating local and organic foods, but leave with a newly found awareness (Appendix B).

## **VII. Links to PLU's Mission Statement**

PLU's Mission states: "PLU seeks to empower students for lives of thoughtful inquiry, service, leadership and care for other people, for their communities, and for the earth."<sup>8</sup>

The Sustainable Foods Movement attempts to:

- *Care for People* through (1) the support of agricultural practices that treat workers well and pay fair wages, and (2) through the increase of people's awareness on why eating non-processed, local and organic foods is ultimately far better for their health.

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<sup>8</sup> This fall there will be a couple of orientation activities ("On the Road and Interest Sessions) in which some of the new students will learn about sustainability at PLU. However, these activities will only touch a portion of the incoming students and in the future it is recommended that sustainability be one of Orientation themes.

- *Care for Communities* through (1) the promotion of a more localized food system that supports Washington farmers, (2) working to build a stronger community between PLU and Parkland with the establishment of the PLU Community Garden, and (3) activities and events that bring people together to learn about their food and how they can work with others to support and develop more socially, ethically, and environmentally just food systems.
- *Care for the Earth* through (1) attempting to support food production, transportation, and distribution practices that have a lesser impact on the natural environment than conventional industrial systems, (2) educating people on how they can adopt lifestyle practices that contribute as little as possible to continued environmental destruction, and (3) by moving PLU toward becoming a model for others on how communities and institutions can function in a more ecologically sound manner.

### **VIII. Location**

Pacific Lutheran University is located in a region of the world where food can be grown year-round, putting us at a distinct advantage over schools located in regions where local food production is largely a summer affair. Also, having the Puyallup valley one of Washington's rich agricultural zones only miles away puts PLU in a position to be able to more easily support locally grown foods. One aspect of sustainability is to purchase locally as much as possible to reduce the gas used in long-distance transportation and support local economies. While there are many sustainability projects PLU could take on, PLU is better suited for some than others. For example, renewable energy via solar panels or windmills would be a more challenging project than trying to purchase more locally grown foods, because PLU has access to locally grown foods whereas we lack space for windmills or a year-round access to direct sunlight. As Dining Services tries to make its operations more sustainable, the fact that it will be able to find many foods grown regionally, an all year round growing season, and proximity to an agricultural area should make this transition a bit easier.

### **Goals of the Movement**

In order to adequately move PLU toward fostering a culture of sustainability it is important that the Sustainable Foods Movement establish both short-term and long-term goals to guide and promote action. Short-term goals are defined as actions that should happen within the next academic year (2006-2007), while it is suggested that long-term goals take place in the next five years. As PLU works to become a more sustainable campus it is important that it work to foster a culture of sustainability in conjunction with continuing to make its operations more sustainable.

## **Cultural Goals**

### ***Short Term***

- Provide Dining Services with the needed student demand for sustainable foods.
- Increase student awareness through educational outreach programs (Appendix B).
- Motivate students to start making changes within their personal lives to live and eat more sustainably.
- Provide students with knowledge and tools for how they can make sustainable food choices, both while they are at PLU and after they graduate (Appendix B)
- Increase signage in the UC on the importance of sustainable eating.
- Survey 500 students to determine what students' attitudes toward food sustainability are and evaluate if these attitudes shift over the course of the year (see Appendix E).
- Gather individual and group sustainable food pledges from 500 students, 20 staff, 25 faculty, 10 student clubs, and 15 campus departments (Appendix C).
- Increase Dining Services signage on what foods are already local, organic, and vegetarian, so that students can make informed decisions about the foods they eat.
- Establish a focus group made up of the departments, offices, individuals, and student clubs involved in the Sustainable Foods Movement.
- Continue using a diversified approach so that the Sustainable Foods Movement becomes a part of students' everyday life.
- Activate departments and groups on campus to commit to incorporating food sustainability into operations and programming in future years with the Sustainable Foods Pledge (See Appendix F).
- Continue to incorporate issues of campus sustainability into the classroom

### ***Long Term:***

- Provide the means for all students to graduate from PLU with a knowledge of how to be leaders in living more sustainable lives.
- Establish a Culture of Sustainability which will provide ongoing demand, momentum, and support for PLU becoming a more sustainable campus.

- Continue to make issues surrounding food sustainability visible, so as to continually educate an ever-changing student body.

### **Operational Goals**

#### ***Short Term:***

- Work with Dining Services to continue increasing percentage of local, organic, and vegetarian food options
- Work with Dining Services to continue the reduction of food waste
- Work with Dining Services to continue offering a student held environmental intern position
- Find funding for a two-year Sustainability Coordinator position to start June 2007.
- Work to further expand and institutionalize PLU's Community Garden
- Work with Dining Services to commit to hosting a sustainable foods dinner every semester

#### ***Long Term:***

- Permanently establish a Sustainability Coordinator position at PLU
- Purchase locally 5% of the food provided by dining services
- Cooperate with Dining Services to adopt a sustainable foods purchasing policy, which would commit them to only buying foods that are raised or grown in a socially, environmentally, and ethically sound manner.
- Hold an environmental keynote speaker event in the fall to generate campus energy throughout the rest of the year.
- Join with other universities in the Puget Sound region to purchase organic and local foods, so that such purchases can be at the same cost as conventional foods.
- Work to create relationships with food providers, as well as other institutions and individuals that are working to "green" their food systems.
- Permanently establish PLU's Community Garden

## What is being done to meet the goals of the movement:

In an attempt to move beyond my research and recommendations and into action I worked closely with other people and groups on campus to actually start putting some of my research and recommendations into action. As a result much of this summer's work focused on getting a network and programs in place for the academic year of 2006-2007. The following are some of the things being done around PLU to accomplish the above goals:

### **I. Women Center's Community Garden**

Members of the PLU and Parkland community are able to attend "work party" days and learn more about organic gardening. The garden provides people with tangible skills that they can use to make their own lifestyles more sustainable, as well as a space where they can reconnect with the earth.

### **II. Sustainable Eating Signage in the UC**

This year the UC is continuing the use their vegetarian and vegan symbol system, providing students with information that allows them to make sustainable food choices. The UC has also, set-up permanent banners and table tents on the importance of food sustainability.

### **III. Co-curricular activities**

This summer quite a bit of planning went into the organization of co-curricular activities that would give students an opportunity to learn more about food sustainability and how, within their own lives, they can make more sustainable food choices.

- **Cooking Classes.** The Scandinavian Center will be offering students Scandinavian cooking classes using local and organic foods. Students will learn how to prepare meals from scratch, thereby reducing waste produced by processed and packaged foods.
- **Anna Lappe.** Anna Lappe, food activist and author of *Grub* and *Hope's Edge* will be speaking at PLU on the importance of local organic foods and how we can work to make them available to all, no matter one's socio-economic standing<sup>9</sup>.
- **Terry's Berries Farm Tour.** During the month of October this local organic CSA<sup>10</sup> farm, offers hayrides, farm tours, and cider pressing parties. Students that visit this farm will learn more about organic farming, how the CSA system works, and be given an opportunity to help with harvest.

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<sup>9</sup> This summer and fall I put in at least 40 hours trying to find funding to bring Anna Lappe to PLU and organize the event

<sup>10</sup> Community Supported Agriculture. Customers receive food directly from the farmer and by paying ahead of time share with the farmer that a particular crop might not do so well. This is an option we want to inform off-campus members of the PLU community about, because it is a great way to get fresh produce and reconnect with where one's food comes from.

- **Sustainable Foods Film Festival.** This year GREAN is hosting a Sustainable Foods Film Festival. A number of films will be shown on campus about food and its connection to various social and environmental issues. Some of the films include: “*Broken-Limbs*,” “*Fed-up*,” “*Super-Size Me*,” and “*What’s the Dirt on Farmer John*.”
- **Meant to Live.** This year Meant to Live will be hosting a panel on sustainability, with individuals telling stories about how working on issues of food sustainability has become one of their life’s passions.
- **Faith and Reason Dialogs.** November is Hunger Awareness Month, so the Faith and Reason Dialog will address how food sustainability ties into issues of poverty and hunger.
- **Compost bin building project.** This year JP Kemmick, president of GREAN, plans to build and start a composting system at the Women’s Center Community Garden. Student will learn how to turn food waste into soil through the process of vermiculture (worm) composting.
- **Harvest Blessing Homily.** Campus Ministry has agreed to do a Harvest Blessing Chapel Service to honor and recognize the gifts of food from the Women Center’s garden.
- **Mother Earth Farm Work Party.** In the spring students will be given a chance to visit Mother Earth Farms where they will help with planting and learn more about organic farming. Mother Earth Farm is a part of the Emergency Food Network and all of its organic produce goes to local food banks. Students will be encouraged to explore issues of hunger, poverty, and food security.

#### IV. Website

A Sustainable Foods Movement website is being developed to provide visitors with more information about the movement and links to additional outside resources. Aaron Gerow, PLU’s Open Source Developer, has volunteered to develop this website ([www.plu.edu/~foodsus](http://www.plu.edu/~foodsus)).

#### V. Application to Office of Development

Becky Mares and I submitted an Application to the Office of Development for a Sustainability Coordinator Request for Funding Support. This is the first step in trying to create a sustainability coordinator position at PLU, and we hope to find funding for a position to start June 2007 (Appendix A & H).

#### VI. Classroom Service Learning Projects

Many courses at PLU contain a service learning component, in which students do community service either off or on campus. This year Jim Albrecht’s Writing 101 course entitled, *Sustainability: Balancing Self, Community and the Environment*, will be participating in on-campus service learning projects. Two of the service learning groups from this class will be working on projects tied to food sustainability. One group will be learning about organic gardening at the Women Center’s Community Garden, while the

other group will be helping Dining Services reduce food waste and bring its leftovers to the Tacoma Rescue Mission, a local soup kitchen (Appendix D).

## **VII. Other Courses' Involvement**

In addition to Jim Albrecht's Writing 101 course, a number of other courses will, in various ways, tie into the Sustainable Foods Movement. A number of classes will be including the community garden into their course work, with others being involved or discussing food sustainability in more generally (See Appendix C).

## **VIII. Dining Service's Sustainability Intern Position**

This summer Dining Services hired a student sustainability intern to help with efforts to make PLU's food system more sustainable. JP Kemmick was this summer's Sustainability Intern for Dining Services where he worked on trying to reduce food waste in the UC, locating local food sources, and the development of this year's new signage. Since Dining Services is one of the sponsors for the Sustainable Foods Fair JP Kemmick also did a lot of work with Erin McGinnis and me to organize this event. JP's position has helped Dining Services implement a number of changes that will be occurring for the 2006-2007 academic year. This position offering will continue into the fall, with me as the new intern. I will be working on educating members of the PLU and wider local communities about Dining Services' push toward improving the university's sustainability efforts. In addition to working on educational outreach for Dining Services I will continue to research how and where we can purchase more sustainable foods, with an emphasis on trying to get more local foods in the UC.

## **IX. Sustainable Foods Survey**

This summer I developed the Sustainable Foods Survey to determine if the Sustainable Foods Movement raises awareness and action on issues of food sustainability. My hope is that the survey will be given to students, faculty, and staff at the beginning and end of this academic year. Dining Services has mentioned that they might be interested in helping administer this survey. (Appendix E)

### **Sustaining the Sustainable Foods Movement into Future Years**

PLU's community changes each year with the arrival of each first-year class and the departure of graduates. With the shifting student body, the University is provided with a unique challenge as it works to create a culture of sustainability. How can we work to ensure that all the efforts that have gone into the Sustainable Foods Movement do not fade at the end of the year? What measures can the university take to promote continued effort to create a culture of sustainability? After researching what other universities have done and meeting with students, faculty, and staff, I have developed the following recommendations:

## **I. Establish a Sustainability Coordinator**

Many universities, such as Middlebury College, Oregon State University, Seattle University, Cornell University, and Bowdoin College, have hired a Sustainability Coordinator to work with faculty, staff, administrators, students, clubs, and campus committees on new and existing programs to continue advancing their universities as leaders in sustainability.<sup>11</sup> By establishing a Sustainability Coordinator Position, PLU would be able to ensure that sustainability efforts continue in a coordinated, integrated way. Currently the majority of people working on sustainability efforts at PLU are doing so as service work. This summer it became clear to me how essential it is to have someone to serve as a coordinator and liaison between existing programs, faculty, staff, students, committees, clubs, and administrators. Much of the work I did this past summer was simply developing a needed network of people and groups establish this year's Sustainable Foods Movement. In doing so, I recognized the need for an established point person. As PLU continues to work on creating a culture of sustainability it will become imperative to hire someone to work on sustainability efforts full-time. Becky Mares and I have sent in an application for funding support to the Office of Development and plan to meet with JooHee D. Berglund at the start of Fall Semester (Appendix H). Our hope is that by the end of the year we will have acquired funding for a two-year Sustainability Coordinator position to work on making PLU a more sustainable campus<sup>12</sup>.

## **II. Continue Offering Sustainability Fellowships**

This is the first year that PLU has funded Student Sustainability Fellowships; in the past three years, funding came from a Russell Family Foundation grant. By continuing to offer these fellowships, PLU has committed to allowing a student to focus their energy on improving a particular area of sustainability at PLU. Both the University and the students benefit; the University moves toward becoming a more sustainable campus, while the student acquires valuable skills and knowledge in the area of sustainability which s/he can then share with others and bring into the "larger" world after s/he graduates.

## **III. Continue Offering Dining Services' Student Sustainability Intern Position**

This position provides Dining Services with the needed people-power to work on finding more sustainable food products, reducing food waste, and collaborating with JJ Stolz, Operations and Marketing Manager, to create educational signage and programming on the importance of sustainable dining.

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<sup>11</sup> [www.aashe.org](http://www.aashe.org) AASHE is a membership-based association of colleges and universities working to advance sustainability in higher education in the U.S. and Canada and provides informational resources on what universities around the country are doing to advance campus sustainability efforts. Currently the website lists 69 universities working on improving the sustainability of their campus food systems.

<sup>12</sup> The two-year position will be open for recent graduates who have worked on campus sustainability projects in the past, much like the Student Involvement and Leadership Programs Specialist position that was established last year between SIL and Campus Ministry.



#### **IV. Gather Food Sustainability Pledges from Individuals, Student Organizations, and Campus Departments.**

The Food Sustainability Pledge will allow individuals, clubs, organizations, and departments to make action oriented commitments to supporting more socially and environmentally responsible food systems. Currently Aaron Gerow is working with Darren Struthers, PLU's Webmaster, to create a link on the Sustainable Foods Movement website to digitally post pledges. The hope is that these pledged actions will continue into future years. For example, Dining Services could pledge to do a sustainable foods buffet twice a year, thereby formalizing what is already on its way to becoming a yearly tradition.<sup>13</sup>

#### **V. Establish a Sustainable Foods Focus Group.**

This group would consist of all individuals, student organizations, and departments involved in the Sustainable Foods Movement. The goal of the group would be to bring together those already working on food sustainability in order to share knowledge and resources to create additional activities and programming in the future. A Sustainable Foods Focus Group would also be able to discuss additional goals for future food sustainability efforts. It is recommended that this group meet at least twice a semester to touch base on the movement's efforts and to determine if collaboration on projects is needed.

#### **VI. Work to establish first and second year student leaders in sustainability.**

Currently the student leaders in campus sustainability efforts are all Juniors and Seniors. In order to ensure that student efforts do not fade as people graduate, first and second year students need to be encouraged and supported to become new leaders. This summer JP Kemmick, Kate Fontana, Becky Mares, and I were sponsored by Wild Hope, Student Life, and the Environmental Studies Department to attend a week-long environmental leadership training camp hosted by Sierra Student Coalition. This week-long training camp was very beneficial in teaching us how to become more competent leaders and encourage leadership among younger students. Hopefully next summer PLU will be able to send at least two PLU students to this camp, to continue establishing leaders among the student body.<sup>14</sup> It is recommended that more than one student leader attend this camp, so that when they return to PLU they will have another person to continue working with from the leadership training camp.<sup>15</sup>

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<sup>13</sup> For the past two years, during Earth Week, Dining Services has put on an organic/vegetarian evening buffet. Although both years were a success, the first year generated only positive feed back from students. (see comment cards in Appendix K)

<sup>14</sup> This summer Kate Fontana, Becky Mares, JP Kemmick, and I attended an environmental leadership training camp put on by Sierra Student Coalition. During this week-long training we learned how establish new leaders to keep campus movements sustained.

<sup>15</sup> Upon returning from Sierra Student Coalition's week-long training it was very helpful to have other students (Kate, Becky, and JP) who had been there with me to work to implement what we had learned.

## **VII. Include topics of Campus Sustainability into Orientation Activities.**

Each year PLU puts on an orientation program for incoming students. These programs help students learn about the place that will become their home and community for the next four years. Introducing first year students to the concept of sustainability and telling stories of PLU's sustainability efforts will instill these values into each incoming class. This fall there were a couple of orientation activities (On the Road, Interest Sessions, and Involvement Fair) where some of the new students learned about sustainability at PLU. However, these activities only touched a portion of the incoming students and in the future it is recommended that sustainability be one of Orientation's themes. Just as we celebrate our Lutheran Heritage we should also be celebrating our move to become more sustainable. Working for a more socially and environmentally just world is something to proud of. We should be just as proud of being "green" as we are of being Lutes!

## **VIII. Continue working to establish and expand PLU's Community Garden.**

As Kate Fontana presents her Sustainability Fellowship Report, *Common Ground: Proposal for an Organic Community Garden at Pacific Lutheran University*, the value of this recently created space cannot be underestimated. The Garden provides a beautiful green space on campus, but it also teaches people of both the PLU and Parkland community an important life skill—how to grown one's own food organically. The garden is also a place where, through the development of personal relationships to one another and the earth, PLU and Parkland can come together to build a more sustainable community.

## **Conclusion**

In order to become a significantly more sustainable campus, PLU must focus on cultivating both supply and demand (culture) for sustainable operations, products, buildings, and relationships. The Sustainable Foods Movement is working to foster a culture of sustainability at PLU that will provide operations like Dining Services with the needed demand for sustainable products and services and promote personal lifestyle changes that will extend beyond PLU. Each year over 600 students graduate from PLU and it is important to ask whether or not these students are leaving knowing how to live and lead in a sustainable manner. As David Orr, a well-known thinker and author on sustainability's role in higher education, writes, "all education is environmental education." this means education both in and outside of the classroom. The Sustainable Foods movement attempts to take advantage of people's habit of continually learning, by establishing a series of educational outreach programs and a system of networks to raise awareness on the importance of food sustainability and provide tangible outlets for action.

## Resources

### **Books:**

- Wendell, Berry. (1977). *The Unsettling of America: Culture and Agriculture*. San Francisco: Sierra Club.
- Goodall, Jane. (2005). *Harvest for Hope: A Guide to Mindful Eating*. New York: Time Warner Book Group.
- Halweil, Brian. (2004). *Eat Here: Reclaiming Homegrown Pleasures in a Global Supermarket*. New York: W.W. Norton and Company.
- Lappe, Anna and Bryant Terry. (2006) *Grub: Ideas for an Urban Organic Kitchen*. New York: Penguin Press.
- Lappe, Francis Moore and Anna. (2002) *Hopes Edge: The Next Diet for a Small Planet*. New York: Penguin Press.
- Orr, David. (2004). *Earth In Mind: On Education, the Environment and Human Prospect*. Washington, DC: Island Press.
- Pollen, Michael. (2006). *Omnivore's Dilemma: A Natural History of Four Meals*. New York: Penguin Press.

### **Articles:**

- Burros, Marian. (2005, August 24). "Fresh Gets Invited to the Cool Table." *The New York Times*.
- Cowan, Alison. (2005, May 10). "A Dining Hall Where Students Sneak in." *The New York Times*.
- Clough, Wayne, Jean-Lou Chameau, and Carol Carmichael. (2006, Winter). "Sustainability and the University." *The Presidency*, 9(1). 30-36.
- Gold, Donna. (2006, Spring). "Trash-Free Grad." *Earth Island Journal*, 21(1). E10.
- Keeler, Janet K. (2005, October 5). "A Local Production." *St. Petersburg Times*.
- Kummer, Corby. (2004, October). "Good-bye Cryovac." *The Atlantic Monthly*.
- Lappe, Anna. (2006, May/June). "The Power of Grub: A practical guide to the Real Food

- Revolution.” *World Ark*. 7-15.
- Mansfield, William. (1998, May/June). “Taking the University to Task.” *World Watch*, 11(3). 24-30.
- Martin, Stephen and Rolf Jucker. (2005, March). “Educating Earth-Literate Leaders.” *Journal of Geography in Higher Education*, 29(1). 19-29.
- Orr, David. (1993, December). “Educating a Constituency for the Long Haul.” *Conservation Biology*, 7(4). 752-754.
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- Pollan, Michael. (2006, May/June). “No Bar Code: The Next Revolution in Food is Just Around the Corner.” *Mother Jones*, 31(3). 36-45.
- Roach, Ronald. (2003, November 6). “Federal grants boosts Berkeley’s Environmental Outreach efforts” *Black Issues in Higher Education*, 20(19). 23.
- Voltz, Jeff. (2005, November). “Taking Back our Food System.” *The Seattle Times*.
- Wickert, David. (2006, July 24). “Environmental Practices Win PLU National Rating.” *The New Tribune*.

***Additional Resources:***

- AASHE. The Association for the Advancement of Sustainability in Higher Education (AASHE) has a great resource center for campus sustainability initiatives on their website. [www.aashe.org](http://www.aashe.org)
- Oxfam America. Provides resources, contacts, and information for students wanting to promote local food purchases at their university. [www.oxfamamerica.org](http://www.oxfamamerica.org)
- Community Food Security Coalition’s Farm to College Program. Provides resources and material for universities trying to start a farm-to-college program. [www.foodsecurty.org](http://www.foodsecurty.org)
- The Food Routes Network. Website provides a bountiful supply of information and resources on purchasing more local foods. [www.foodroute.org](http://www.foodroute.org)
- Local Harvest. Directory of small farms, farmers markets, and co-ops which seeks to make local foods available to everyone. [www.localharvest.org](http://www.localharvest.org)

## Appendix A: What Other Universities Are Doing:

Universities around the country have started to “green” their dining operations. Some have focused on reducing food waste, others on bringing in more organic and fair-trade food items. The Association for the Advancement of Sustainability in Higher Education lists over 60 member universities currently working on making their food systems more socially and environmentally responsible.<sup>16</sup> Many universities have recognized the importance of supporting localized food as a way of participating in a more environmentally and socially just system of food production and consumption. A number of universities are involved in farm-to-college programs that (1) purchase locally grown food items and (2) raise student awareness through programming similar to PLU’s Sustainable Foods Movement. These students learn the importance of eating locally and its connection to nutrition and the health of the environment. The Universities that have the strongest farm-to-college programs have strong student support and involvement in such initiatives. In a recent report posted on the Community Food Security Coalitions website it was noted that in addition to having administrative support, farm-to-college programs’ success is in part tied to student interest, support, and involvement.<sup>17</sup> Looking at private universities of similar size to PLU, regional schools, and universities with outstanding reputations for outstanding records in food sustainability I found a spectrum of appropriate models that PLU could gain knowledge, ideas, and inspiration from. The results of this research are listed below.

### St. Olaf

St. Olaf College is a private Lutheran university of similar size to PLU with an enrollment of just over 3,000 students and a widely growing reputation for its sustainable food practices. Recently, St. Olaf has gained national recognition and was featured in *Sorjourner’s* magazine<sup>18</sup> for its student operated campus farm, STOGROW, which sells a portion of its produce to the campus’s food service provider, Bon Appetit.<sup>19</sup> The University has an active student environmental group that works in conjunction with STOGROW. This year the student environmental group did a film festival featuring documentaries exploring issues of sustainability, with two of the films on topics of food.

- St. Olaf’s Sustainability Overview: <http://www.stolaf.edu/green/>
- St. Olaf Environmental Coalition: <http://www.stolaf.edu/orgs/ec/>

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16 [www.aashe.org](http://www.aashe.org) Under Resource Center Link and Sustainable Dining Initiatives.

17 Sarah Murray, University of Washington/ Community Food Security Coalition. Survey of Farm-to-College Programs: History, Characteristics and Student Involvement.

18 STGROW farm featured in *Sorjourners Magazine* (article)

19 <http://www.bamco.com/website/home.html> Bon Appetit is a food management company that is dedicated to sustainable dining. Recently Bon Appetit issued a eat local challenge, encouraging its service operations to purchase food in only a 150mile radius of their cafes.

- STOGROW: <http://www.stolaf.edu/orgs/stogrow/>

## **Middlebury College**

Middlebury college is known as one of the leading universities in campus sustainability. Like St. Olaf, Middlebury has an organic garden that supplies its dining hall with freshly harvested produce. Permanent signage has been placed in the dining halls, acting as vehicles for on-going environmental awareness. Each week the Campus Sustainability Coordinator creates a new card to be placed in table tents in the dining hall which highlight specific environmental issues and events.

- Middlebury's Sustainability Overview:  
[http://www.middlebury.edu/administration/enviro/initiatives/green\\_dining.htm](http://www.middlebury.edu/administration/enviro/initiatives/green_dining.htm)

## **Brown**

Brown University has established a "Community Harvest" program to promote locally grown and fairly traded foods. Every Wednesday a farmers market is held on campus which helps bring a face to locally grown food items and connect the campus with the broader community. Like Middlebury and St. Olaf, Brown also has a campus farm where students can learn more about organic gardening. In addition to its "Community Harvest," Brown has an "After the Harvest" program, which addresses issues of food waste through composting and local food bank programs. Students are encouraged to reduce food waste and go out with volunteer crews to local farms to pick surplus crops and distribute them to local food banks. Signage for both the "Community Harvest" and "After the Harvest" Programs is visible to students and acts as an on-going tool of education. This past year, Brown put together a Local Foods Forum, in which farmers, chefs, schools food services, restaurateurs, and other institutions came together to discuss ways to develop and support a more localized food system.

- Brown's Community Harvest Program:  
[http://www.brown.edu/Student\\_Services/Food\\_Services/community/communityharvest.php](http://www.brown.edu/Student_Services/Food_Services/community/communityharvest.php)

## **University of Puget Sound**

The University of Puget Sound has, like PLU, signed the Talloires Declaration and is in the process of making its food system more sustainable. This year, during Orientation, UPS included a new sustainability initiative. During orientation's campus life skit a small scene addressed ways in which students take personal action for sustainability within their own lives. The program's picnic attempted to produce zero waste by making sure that all of its materials were reusable, compostable, or recyclable. Recently signage has been put up around campus advertising campus foods that are

organic, fair trade, and locally grown. This signage gives students the information needed to make socially and environmentally responsible decisions about what foods they choose to eat.

- Sustainability at the University of Puget Sound: <http://www.ups.edu/x6623.xml>

### **Sustainability Coordinator Positions**

Universities across the country are hiring full-time sustainability coordinators to help advance their campus sustainability efforts. Because of the varying needs of each particular university, each position is different. However, in broad terms, the Sustainability Coordinator positions help develop, coordinate, and administer programs and policies within the area of sustainability.

The Association for the Advancement of Sustainability in Higher Education (AASHE) website has over 25 universities listed as having hired a Sustainability Coordinator. Sustainability Coordinator position descriptions for each of the universities listed can be found on the AASHE website under their officers link:

- Sustainability Coordinator Position Descriptions:  
[http://www.aashe.org/resources/sust\\_professionals.php](http://www.aashe.org/resources/sust_professionals.php)

### **Appendix B: Methods**

The work that I did this summer attempted to find a balance between researching ways in which PLU can, with trying to actually start implementing some of my recommendations.

#### *The Research:*

One of the best resources I found for campus sustainability was the AASHE website, as it gave me direct links to what universities around the country are doing. I also did a lot of reading on the role of higher education institutions in moving our society toward a more sustainable future, the importance of local and organic foods, and what people around the world are doing to try to create more socially, environmentally, and ethically just systems of food production and consumption. I also visited Evergreen University, PCC, Whole Foods, Terry's Berries, and Mother Earth Farms to learn about sustainability efforts in the region. While at Evergreen College I was given a tour of their student-run organic farm and learned how students, professors, and staff at this campus have worked to make Evergreen one of our country's most environmentally progressive state schools. My visits to PCC and Whole Foods gave me insight into how some of the region's co-ops and health stores are educating their customers on the importance of local and organic foods. By working as a volunteer at both Terry's Berries and Mother Earth Farm I learned more about the actual process of growing food and how farming can provide people with a sense of reconnection to the earth.

Attending the weeklong Environmental Leadership conference sponsored by

Sierra Club Student Coalition taught me how to be an effective student leader and create successful social movements.

*The Action:*

In order to help organize this year's Sustainable Foods Movement I attended numerous meetings with the other three students and faculty involved in this summer's food sustainability efforts to work on developing a network of people, organizations, departments, and classes that could all come together to make PLU a more sustainable campus through an emphasis on food. Out of these meetings arose more meetings with people and groups that, when approached, expressed interest in being a part of the Sustainable Foods Movement. From the network created this summer came the development of programs for the 2006-2007 academic year (See Appendix D). I also did work to establish or create the following:

- The Sustainable Foods Survey to measure whether or not this year's efforts will have increased the awareness of individuals on issues of food sustainability (See Appendix C).
- The Sustainable Foods Pledge as a way in which the Sustainable Foods Movement can motivate individuals, groups, and organizations to take steps in making food sustainability a part of their daily life (See Appendix F)
- Funding for a sustainability coordinator position.
- Funding for next year's programming through ASPLU's appropriations process and through other departments/ organizations if they could supply financial support.
- The Sustainable Foods Fair.
- Funding to bring Anna Lappe to speak at PLU and organized the event



## **Appendix C. Schedule of Event and Educational Outreach Opportunities Tied to the Sustainable Foods Movement**

### **“What Shade of Green are You?”**

#### **Schedule of events and educational outreach opportunities (2006-2007)**

**Community Values Sessions.** Presentation to student leaders about PLU’s dedication to sustainability and the steps the university has already taken, some basics on the topic, and how they can help the students they work with become aware and active. (Friday, August 25<sup>th</sup>). 40 students attended this event.

**RHC Breakout Training Session.** Presentation to RHC about the Sustainable Foods Movement, followed by a discussion on how both individuals and the organization can be involved in the movement. (Monday, August 28<sup>th</sup>)

**On the Road.** During this orientation program two student groups will be volunteering at Mother Earth Farms and the PLU’s Community Garden learning how organic food is grown. All students will be given information on the Sustainable Foods Movement and how they can be involved. (Saturday, September 2<sup>nd</sup>)

**Orientation Interest Session.** Presentation to first year students during orientation on the Sustainable Foods Movement, the importance of eating sustainably, and how they can be involved in the movement. (Monday, September 4<sup>th</sup>)

**Involvement Fair:** GREAN, Feminist Student Union, and the PLU Community Garden will all be having tables at the involvement fair with information on issues of sustainable foods and ways in which students can be involved in the Sustainable Foods Movement. (Tuesday, September 5<sup>th</sup>)

**Focus Group for Sustainable Foods Movement:** Meeting among clubs, departments, and individuals that are involved in the Sustainable Foods Movement to discuss goals and collaboration opportunities. (Date to be determined)

**Sustainable Foods Fair:** A festive campus celebration featuring a locally grown meal, informational tables, games, local farmers, and music. The fair will be open to both the PLU and Parkland community and will work to educate people on the importance of eating locally grown foods (Saturday, September 30<sup>th</sup> 11am-2pm). Sponsored by Dining Services

**AASHE Conference:** Conference on Sustainability in Higher Education at the University of Arizona. Students from PLU will present the Sustainable Foods Movement and gain information and resources on issues of food sustainability, which they will bring back and share with the PLU community. (Wednesday-Friday, October 4-6th)

**Regent's Spouse Program:** Dining Services and a student involved in the Sustainable Foods Movement will be giving a presentation on food sustainability at PLU. (Saturday, October 7th)

**Anne Lappe:** Food Activist and author of *Grub* will be speaking at PLU about how local and organic foods should and can be available to all no matter what one's socio-economic standing. Lappe will also offer tangible ways people can act to support sustainable food systems. (Wednesday, October 11<sup>th</sup>, 7-9pm Scandinavian Center)

**AASHE Conference:** Kate Fontana, JP Kemmick, and I submitted a poster presentation proposal for this conference. Our poster was accepted and we will be doing a 45 min presentation about PLU's Sustainable Foods Movement. During this conference we will attend workshops and hear speakers that will teach us how to better "green" PLU's food system.

**Terry's Berries Farm Tour:** This local organic farm during the month of October offers hayrides, farm tours, and cider pressing parties. In order to learn more about organic farming and learn how CSA system works students will be given a farm tour and an opportunity to help with harvesting. (Saturday, October 21<sup>st</sup>) Event sponsored by GREAN.

**Meant to Live:** This year the panel on sustainability will focus on food and tell individual's stories of working on food sustainability. (Saturday, October 28<sup>th</sup>)

**Faith and Reason Dialogs:** Specific topic is yet to be determined, but because November is Hunger Awareness month the Faith and Reason Dialog will tie into how food sustainability ties into issues of poverty and food. (November)

**Harvest Blessing Homily:** Campus Ministry has agreed to do a Harvest Blessing Chapel Service to honor and recognize the gifts of produce from the Women Center's Garden. (Date to be determined)

**Cooking Classes:** The Scandinavian Center has agreed put on a couple of cooking classes for students teaching them how to cook their own meals from organic and locally grown whole foods, thereby reducing waste from processed and packaged foods. (Dates to be determined)

**Films:** A number of films will be shown on campus about food and its connection to various social and environmental issues. Some of the films include: *Broken Limbs*, *What's the Dirt on Farmer John*, *Fed Up*, *Super-Size Me*, and *The Future of Ice*. On October 17<sup>th</sup> and 26<sup>th</sup> we will be showing *Fed Up* and *What's the Dirt on Farmer John*. Sponsored by GREAN.

**Mother Earth Farm Work Party:** Mother Earth Farms is a part of the Emergency Food Network and provides organic produce for local food banks. In the spring students will be given a chance to attend the farm's Saturday work parties and learn about organic farming. Students will be encouraged to discuss the issue of food security and how it relates to hunger and poverty locally and globally. (Dates to be determined)

**Classroom Service Learning Opportunities.** This year Jim Albrecht is teaching a writing 101 course entitled *Sustainability: Balancing Self, Community and the Environment*. Because PLU is the community in which the majority of students are most actively involved, they will be required to participate in on-campus service learning projects. Two of the service learning groups from this class will focus on food sustainability. One group will be learning about organic gardening at the Women Center Community Garden, The other group will be helping Dining Services reduce food waste and bring its leftovers to a local soup kitchen. A number of other courses will be connecting to the Sustainable Foods Movement.

**PLU Community Garden Work Parties.** Throughout the year, students will be given the opportunity to work on various garden projects, learn to garden organically, and create relationships with others from the Parkland community. (Weekly activities to be announced)

**Recycles Week:** During this nationally celebrated week, there is opportunity to focus on food waste and composting during this week. (2<sup>nd</sup> week in November)

**Earth Week:** Each year the Sustainability Committee and GREAN work to put together activities the raise awareness on environmental issues. This year GREAN will be putting giving their planned activities a food focus and there is potential that the Sustainability Committee may do the same. Earth Week activities usually include a well known keynote speaker, community services learning opportunities, a sustainable foods banquet, and an Earth Week Fair in the UC. (Dates yet to be determined)

**Compost Bin Building Project:** This year JP Kemmick, president of GREAN, plans to build and start a composting system at the PLU Community Garden. Students, Faculty, and Staff are all encouraged to be a part of this project to learn more about food waste reduction and composting. (Dates to be determined)

**Sustainable Dining Signage:** This year Dining Services is increasing its signage on the importance of sustainable eating, encouraging students to make socially responsible food choices. Signage will focus on the importance of eating local, organic, and vegetarian foods, as well as how students can contribute to the goal of reducing food waste. JJ Stolz has made banners and signs which will be put in place by the start of Fall semester. JP Kemmick, Dining Service's Sustainability Intern has in conjunction with JJ Stolz created a thermometer that will monitor the amount of food being wasted by students each week.

**Tabling outside of the UC:** All year student clubs and organizations will be doing tabling to raise awareness on issues of food sustainability.

#### **Appendix D. Contacts (The network of PLU's Sustainable Foods Movement)**

PLU's Sustainable Foods Movement attempts to create a coalition between people, organizations, and courses which will work to increase awareness and action on issues of food sustainability. All groups or people will be able to provide their own focus to the issue of food sustainability focusing on the environmental, personal health, social, and spiritual implications of our food choices.

##### **Groups, departments, and organizations involved in the movement:**

**Dining Services:** In addition to purchasing more local and organic foods, Dining Services will be working to increase student awareness of food sustainability by increasing signage and holding sustainable meals. In September, Dining Services in conjunction with GREAN will be hosting the Sustainable Foods Fair. On October 8<sup>th</sup>, Dining Service will be giving a presentation to Regent's Spouses about PLU's move toward making its food system more sustainable. Dining Services has also contributed \$500 to bring Anna Lappe, food activist and author, to speak at PLU on October 11<sup>th</sup>.

**GREAN.** This year GREAN will be focusing on reducing food waste in the UC and plans to build a composting system at the Women Center's garden. This student club hopes to raise awareness on how individuals can reduce food waste and turn it into usable energy. Contact: JP Kemmick, grean@plu.edu

**Feminist Student Union.** The main focus of this organization next year will be feminism and food. FSU plans to put together cooking classes for all students.

**PLU Community Garden.** The garden will improve campus-community relations and teach people about organic gardening. Students will have the opportunity to help expand the garden and teach educational outreach programs. Contact: Kate Fontana and Becky Mares, garden@plu.edu

**RHA:** Kerri Greenaway, the president of RHA is very interested in getting involved with the Sustainable Foods Movement. RHA has money they can contribute for programming and each hall has elected an EJD (Environmental Justice Director) who does hall programming around environmental and social justice issues. Not only will the EJDs be able to advertise events for the Sustainable Foods Movement, they can also plan their own. Already RHA has agreed to contribute \$500 to bring Anna Lappe to speak at PLU on October 11<sup>th</sup>.

The following is a list of contacts for this year's EJDs:

<u>Hall</u>	<u>Position</u>	<u>First Name</u>	<u>Last Name</u>	<u>PLU Email</u>
Foss	EJD	Williams	Amy	<a href="mailto:williaad@plu.edu">williaad@plu.edu</a>
Harstad	Vice-President	Katelyn	Sanders	<a href="mailto:sanderkm@plu.edu">sanderkm@plu.edu</a>
Hinderlie	EJD	Emily	Royer	<a href="mailto:royerea@plu.edu">royerea@plu.edu</a>
Hong	EJD	Kaitlin	Hansen	<a href="mailto:hansenkn@plu.edu">hansenkn@plu.edu</a>
Ordal	EJD	Kristi	Riedel	<a href="mailto:riedelkc@plu.edu">riedelkc@plu.edu</a>
Pflueger	EJD	Kristen	Sussman	<a href="mailto:sussmaka@plu.edu">sussmaka@plu.edu</a>
Stuen	EJD	Robbie	Lee	<a href="mailto:Leern@plu.edu">Leern@plu.edu</a>
Tingelstad	EJD	Jason	Casey	<a href="mailto:caseyjj@plu.edu">caseyjj@plu.edu</a>

**ASPLU:** This year one of ASPLU’s initiatives is Sustainability and the organization is more than willing to be a part of the Sustainable Foods Movement. Each year ASPLU is given money for student clubs and organizations to use for supplies and programming. This money can be accessed through an application process reviewed by the appropriations board. In addition to providing funding for the event and programming under the Sustainable Foods Movement, ASPLU will work in conjunction with GREAN and Dining Services to put on various events to raise awareness on issues of food sustainability. For example, ASPLU is helping out with the Sustainable Foods Fair by tabling outside of the UC to advertise the event and through contributing supplies for the arts and craft table at the fair.

**Health Center:** Sue Doll has said that, at a minimum, the Health Center can provide materials for students on the importance of eating non-processed and organic foods. There is potential that the Health Center may also bring a speaker to campus to talk about the importance of eating fresh and whole foods. The Health Center will act as the Sustainable Foods Movement’s connection to issues of human health in terms of sustainable eating.

**The Matrix:** For this year’s first issue the Matrix is going to focus on issues surrounding food sustainability.

**Meant to Live:** Andrea Shea, Meant to Live Coordinator, is planning a panel on sustainability with a focus on food. Participants will talk about why they have devoted their life’s work to sustainability efforts and share their stories of what brought them to such a vocation.

**Campus Ministry:** This summer Campus Ministry (Nancy Connor and Dennis Sepper) committed to giving a Harvest Blessing and a Faith and Reason Dialogue on issues of poverty and food sustainability.

**Scandinavian Center:** Susan Young, Director of the Scandinavian Center, has said she is interested in having the center host cooking classes using mainly local and organic foods. In addition to educating the PLU community on sustainable foods Susan has agreed to put information on the importance of eating local and organic foods in their

newsletter.

**Global Awareness Challenge:** Jamie Stewart, student leader of this campaign has expressed interest in doing some programming on the how our food choices impact the global community.

### **Courses and Instructors**

**Intro to Ecology**, Julie Smith

**Conservation of Natural Resources**, Claire Todd

**Geomorphology**, Rose McKenney

**Writing 101 classes**, Jim Albrecht and Rona Kaufman

**Religion**, Kathlyn Breazeale

**Art**, Katherine Sparks

**Philosophy**, Erin McKenna

## Appendix E. Sustainable Foods Survey

Number of Years at PLU:

Major:

Extra Curricular Activities:

Off or on campus student:

\*Have you ever heard of PLU's Sustainable Foods Movement? (yes/no) If yes, where? (circle all that pertain) on-campus event, involvement fair, interest session, signs around campus, friends, class, in the UC/ another eating area, Women Center's community garden, other\_\_\_\_\_

\*Have you attended any events sponsored or promoted by the Sustainable Foods Movement? (yes/no) If yes, which ones (please list):\_\_\_\_\_.

\*On a scale of 1 to 5, [With 1=no awareness and 5=very high awareness] what would you rate your level of awareness of issues relating to food sustainability? (1 2 3 4 5)

\*Do you eat on campus? (yes/no)

\*Which of the following meals do you get from Dining Services? (Breakfast, Coffee/Beverages, Snacks, Lunch, Dinner)

\*Do you think Dining Services should provide more local/ organic/ vegetarian or free-range food choices? (yes/no)

\*Would you choose such foods if Dining Services provided them? (yes/no)

\*On a scale of 1 to 5 how important is eating sustainably to you? [1=no importance to me and 5=very important to me] (1 2 3 4 5)

\*Do our food choices matter? (yes/no) If yes, why?\_\_\_\_\_

\*Do you think eating more locally produced foods is important? (yes/no)

\*Do you think organic farming is preferable to non-organic? (yes/no)

\*Do you think food waste is a problem? (yes/no)

\*Have you tried reducing your own food waste? (yes/no)

\*Do you think processed and packaged foods should be avoided? (yes/no)

\*Do you feel you have the skills/knowledge to make sustainable foods a part of your life? (yes/no)

\*What things do you do to try to eat more sustainably and support sustainable food systems?

\_\_\_\_\_  
\_\_\_\_\_

*Thanks for your time!*

## Appendix F. Sustainable Foods Pledge



### *Sustainable Foods Pledge*

What personal action will you take as an individual (or department) to move both PLU and our society toward a more environmentally sound future? Food is something we all need daily. Start with the food you eat and think about how you can take action to support more socially and environmentally responsible food systems.

Industrial agriculture and corporate food chains have profound impacts on food security and the health of individuals and the environment. However, we as individuals and communities have the power to build safer and better food systems. This year, make a pledge to take action in your own life to support sustainable foods.

#### Some Steps You Can Take

(Start with small steps and stick with them!)

- Purchase more organic foods
- Purchase foods that are grown or produced locally (the closer the better, to reduce shipping)
  - Eat less meat
  - Avoid eating at fast food chains, instead supporting local restaurants and cafes
- Eat only free-range meat
- Avoid processed and packaged foods
- Support Habitat for Humanity
- Grow some of your own food
- Cook your own meals using whole foods
- Learn how to compost food waste
- Ask that your local grocery store provide more local/organic produce (and then buy them!)
- Start buying food at a farmer's market
- If you buy packaged food, check that the packaging can be recycled
- Purchase a food share from a local Community Sponsored Agriculture (CSA) farm
- Learn to cook your own meals
- Volunteer at a local farm, community garden, food bank, or soup kitchen
- Tell others about the importance of eating more local/ organic foods, reducing food waste, avoiding processed and packaged foods, and eating more vegetarian meals.

*I \_\_\_\_\_ pledge to \_\_\_\_\_, thereby participating in an attempt to move PLU and our broader society toward a more socially, economically, and environmentally sound future. Date: \_\_\_\_\_*

Please circle: (Student/ Staff/ Faculty/Alumni)

Years at PLU: (less than one, one, two, three, four, other \_\_\_\_)

*For more information about PLU's Sustainable Foods movement and how you can take personal action to support more socially, environmentally, and economically responsible food systems please visit [www.plu.edu/~foodsus](http://www.plu.edu/~foodsus) or email us at [foodsus@plu.edu](mailto:foodsus@plu.edu) or [grean@plu.edu](mailto:grean@plu.edu).*



## Appendix G. Talloires Declaration

### Talloires Declaration

We, the presidents, rectors, and vice chancellors of universities from all regions of the world are deeply concerned about the unprecedented scale and speed of environmental pollution and degradation, and the depletion of natural resources.

Local, regional, and global air and water pollution; accumulation and distribution of toxic wastes; destruction and depletion of forests, soil, and water; depletion of the ozone layer and emission of "green house" gases threaten the survival of humans and thousands of other living species, the integrity of the earth and its biodiversity, the security of nations, and the heritage of future generations. These environmental changes are caused by inequitable and unsustainable production and consumption patterns that aggravate poverty in many regions of the world. We believe that urgent actions are needed to address these fundamental problems and reverse the trends. Stabilization of human population, adoption of environmentally sound industrial and agricultural technologies, reforestation, and ecological restoration are crucial elements in creating an equitable and sustainable future for all humankind in harmony with nature.

Universities have a major role in the education, research, policy formation, and information exchange necessary to make these goals possible. Thus, university leaders must initiate and support mobilization of internal and external resources so that their institutions respond to this urgent challenge.

We, therefore, agree to take the following actions:

1. Use every opportunity to raise public, government, industry, foundation, and university awareness by openly addressing the urgent need to move toward an environmentally sustainable future.
2. Encourage all universities to engage in education, research, policy formation, and information exchange on population, environment, and development to move toward global sustainability.
3. Establish programs to produce expertise in environmental management, sustainable economic development, population, and related fields to ensure that all university graduates are environmentally literate, and have the awareness and understanding to be ecologically responsible citizens.
4. Create programs to develop the capability of university faculty to teach environmental literacy to all undergraduate, graduate, and professional students.
5. Set an example of environmental responsibility by establishing institutional ecology policies and practices of resource conservation, recycling, waste reduction, and environmentally sound operations.
6. Encourage involvement of government, foundations, and industry in supporting interdisciplinary research, education, policy formation, and information exchange in environmentally sustainable development. Expand work with community and nongovernmental organizations to assist in finding solutions to environmental problems
7. Convene university faculty and administrators with environmental practitioners to develop curricula, research initiatives, operations systems, and outreach activities to support an environmentally sustainable future.
8. Establish partnerships with primary and secondary schools to help develop the capacity for interdisciplinary teaching about population, environment, and sustainable development.
9. Work with national and international organizations to promote a worldwide university effort toward a sustainable future.
10. Establish a Secretariat and a steering committee to continue this momentum, and to inform and support each other's efforts in carrying out this declaration.

## Appendix H. Sustainability Coordinator Funding

One of the challenges PLU faces in trying to become a more sustainable campus, is that no one has been hired to work full time on campus sustainability efforts. Most of PLU's advancements in sustainability are a result of dedicated individuals who have volunteered their time and knowledge. As a university that has committed itself to sustainability, it is strongly recommended that a Sustainability Coordinator be hired to work on existing projects, develop new ones and act as someone who can network between departments, clubs and organizations, faculty, staff, students, and administrators. Becky Mares and I are currently working on finding funding to support a two-year Sustainability Coordinator position that would start June 2007. This position would be offered to a recent graduate who has had at least one year of experience working on campus sustainability efforts. The position will be of a similar ranking to the Student Involvement and Leadership Programs Specialist position that was established last year by SIL and Campus Ministry. At the beginning of fall semester Becky and I will be meeting with JooHee Berglund and Heather Dewey to discuss possible funding options, whether it be through grants or donor funding.



### Office of Development

### Request for Funding Support

Send completed form to:  
Teri A. Tingvall Moore  
Director, Corporate and Foundation Relations  
[tmoores@plu.edu](mailto:tmoores@plu.edu)  
(253) 535-7422

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*Instructions: This form should be used if a department, division or program of Pacific Lutheran University is interested in seeking the assistance of the Office of Development for current or expanded projects and programs, and/or capital funding. Please complete the form and send it to Teri Moore in the Office of Development (contact information above). Once received, it will be reviewed by one or more development directors, along with the executive director of development, who will determine what assistance, can be provided in the time desired. Thank you.*

Thank you for your interest in pursuing grant (or other funding) support for your project, program or department. We value your efforts. In an effort to manage such requests fairly and in a timely manner, we have developed this form in an effort to help us assess whether or not our department is able to support your request at the present time. Please try to limit your responses to a total of two pages. You can expect a response within two weeks. Thank you.

**Name:**

Becky Mares and Rachel Esbjornson

**Department:**

Women's and Gender Studies  
Women's Center  
Environmental Studies

Dining Services  
Sustainability Committee

**Project/program name and brief description:**

Sustainability Coordinator- 2 years

Work toward sustainable practices and lifestyles on campus in alignment with PLU's mission for service and sustainability, and signing of the Talloires Declaration.

More specifically, the coordinator would focus on sustainable food production for the next year or two. Duties and responsibilities would include maintenance of the organic community garden, working with Dining Services to provide more organic and locally grown produce in the cafeteria, finding further grants to continue this position after the two years are over, and act as a central figure for networking between staff, faculty, students, and groups/ members of the outside community.

Other sustainability projects for the Sustainability Coordinator could include PLU's Sustainable Foods Movement, water use, waste, composting, grounds keeping practices, creating and publicizing an Edible Landscape on campus, integrating sustainability into academic curriculum, global warming and CO2 emission reductions, energy reduction and conservation, green energy use, recycling, community outreach, local economy, sustainable communities, sustainable funding, and finding subsequent grants to establish a permanent Sustainability Coordinator for the future of PLU and the surrounding community in future of commitment to education and service to each other and to the earth. The 2007-2009 positions could/should be undergraduate students with passion for sustainability issues with a degree in Environmental Studies, Women's and Gender Studies, Biology, or Global Studies. One year of volunteer service is required.

**Amount of funding to be sought:**      Programming plus administrative costs

**Rooms** – N/A

**Programming** – \$1,000/year

**Administrative costs-** \$19,000/year

**Total project cost:** \$40,000

**Timeline for project and when funding is needed?**

Beginning June 2007 and lasting until June 2009

**Has this project received private funding in the past?**

PLU has not had a Sustainability Coordinator position in the past, however, for the past four summers we have had students working as Sustainability Fellows for the Sustainability Committee. For the first three years these projects were funded by a grant received by the Sustainability Committee from the Russell Family Foundation. Additionally, this summer Dining Service hired a student as a Sustainability Intern to work on finding more local foods and reducing food waste.

**What, if any, marketing benefits could you offer a prospective funder?**

By funding this project funders would be helping to:

- Build lifelong, sustainable students and citizens of our society and earth
- Support higher education the future of our children on this planet
- Strengthen grassroots organizing
- Enable PLU to take a leadership role as a sustainable campus
- Fulfill our university's mission to service and dedication to sustainability, as designated by President Anderson signing the Talloires Declaration
- Enrich our ties with the Lutheran heritage and historic connection to and respect of the land
- Large corporations such as Home Depot and Lowe's recognize the importance of sustainability by developing greener building materials and practices, as well as support and funding for sustainable movements on college campuses

-Educate students, faculty, and staff on issues of sustainability, thereby creating awareness that would result in more people supporting the sustainability efforts of a prospective funder.

**What, if anything, is unique about this project (i.e. are other universities performing this service or program or would PLU be the only university that you are aware of performing/offering this program or service?)**

With a Sustainability Coordinator, PLU would be part of a larger sustainability movement on college campuses around the nation. The following are universities with sustainability movements, more specifically those which are involved in the move toward sustainable, organic food production:

- Evergreen State College
- St. Olaf
- University of Puget Sound
- Reed College
- Bowdoin University
- University of California, Santa Cruz
- Dartmouth College
- Washington State University
- Whitman College
- Cornell University
- University of Minnesota, St. Paul
- And many others!

What would make PLU unique in the process of creating a Sustainability Coordinator is that we live in a low-income, urban area, and the Coordinator position would promote the university's longstanding ethics of environmental and community stewardship on campus as well as in the surrounding community, building a stronger future for all citizens and students. Our hope is that the Coordinator position would not only work to create and maintain ties between faculty, staff, and students working on sustainability efforts but also members and groups in the outside community.

**Please check the appropriate response:**

- This request has the approval of my dean and/or division chair**
- This request is consistent with my department's vision**
- I am willing to meet with prospective funders**
- I am prepared to provide a one-page budget**
- I am able to provide up to five desired outcomes**
- Are there any volunteers involved, in particular, are there any corporate volunteers?**  
While three leaders of the Sustainable Foods Movement have been compensated to work on components of this movement, much of the work is currently volunteer-based. Many of the organizers and participants of the workshops and activities at PLU's community garden are done by volunteers, and will continue to be largely volunteer-based throughout the school year. Outside advisors and supporters include Trinity Lutheran Church, Mother Earth Farm, Boys & Girls Club, and Parkland Family Services.
- I am aware of any potential funders. If yes, who are they?**  
Thrivant Financial for Lutherans  
Sustainable Agriculture Research and Education? [www.sare.org](http://www.sare.org)  
Independent Colleges of Washington?  
Greenpeace?  
Sierra Student Coalition?  
Alumni with a particular interest in funding sustainability efforts

**Thank you.**

**Appendix I. Sustainable Foods Fair Poster**

Designed by Kyle Duba (Senior) Art Major at PLU.

# ORGANIC LOCAL FOODS FAIR

Saturday Sept. 30th 2006  
11:00-2:00 in Red Square



LIVE MUSIC  
LAWN CHAIR  
PHILOSOPHERS  
NICK AND JEFF  
STEPHANIE  
JOHNSON

COME ENJOY LIVE MUSIC, AND A FREE MEAL. MEET LOCAL AREA FARMERS, AND LEARN ABOUT THE PRACTICES OF ENVIRONMENTALLY FRIENDLY FARMING.

SPONSORED BY G.R.E.A.N.  
PLU DINING SERVICES, & ASPLU.  
QUESTIONS? PLEASE CONTACT  
GREAN@PLU.EDU WITH ANY QUESTIONS.

**SUPPORTERS**

MOTHER EARTH FARMS, THE PLU COMMUNITY GARDEN  
FARMING & THE ENVIRONMENT, ZESTFUL GARDEN  
THE MEAT SHOP OF TACOMA & BYSCO FOOD SERVICES

WHAT SHADE OF **GREEN** ARE YOU?  
PLU - Sustainable Foods Movement

## **Appendix J. Sustainable Foods Movement Logo and Slogan**

The Sustainable Foods Movement's slogan "What Shade of Green are You?" attempts to create space where there is a wide range of potential actions individuals and groups can take toward being more sustainable. For some people their "shade of green" may be growing their own food, for others eating more organic foods. Really the shades are endless.

The Logo was designed by Kyle Dubba (Senior) an Art major here at PLU.

