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Measure 43 Annual Report

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<http://casfs.ucsc.edu/farm-to-college/measure-43-initiative/index.html>

Briefing for Measure 43 Activities for FY 2014-2015:

In the spring of 2010, UC Santa Cruz undergraduate students voted to institute a new student fee to fund Measure 43, the Sustainable Food, Health and Wellness Initiative. Measure 43 efforts work to ensure that all undergraduate students have access to education and programs that enhance their understanding of the food system and their food choices, and that increase opportunities for classes, workshops, “learning journeys,” hands-on gardening experiences, and other campus activities.

Here are some examples of the types of activities supported by Measure 43 funds –

- Student education & research grants as well as program development support on issues of nutrition, health, sustainable food systems, and garden- and farm-based learning at UCSC
- Forums on campus featuring professionals, scholars, and youth leaders working towards a more just and sustainable food system
- Student-centered, hands-on learning on campus farm and gardens, at CASFS, and in partnership with other campus-based classes and programs such as the Program in Community & Agroecology (PICA). See the [Campus Garden Guide](#) for details.
- The annual [Fall Harvest Festival](#) and Strawberry Shortcake Festival, held at the UCSC Farm, and the Sustainable Food Interactive tent that takes place at the OPERS Fall Festival
- Support for Registered Student Organizations to sponsor special events and activities related to the food system.
- Support and scholarships for field trips, classes, and student activities through the Food System Learning Journey programs, featuring experiential and hands-on learning in partnership with the OPERS Recreation Department.
- The Alternative Agrifood Spring Break Trip
- Service learning opportunities in our community
- The annual [Campus Food Guide & Garden Guide](#),

Overview:

At present, the University of California, Santa Cruz has implemented efforts to foster and empower students in the process of cultivating healthy and sustainable food system initiatives. These activities bridge undergraduate experiential learning & leadership, campus partnerships, and academic engagement. Measure 43 funded has directly impacted a remarkable amount of change facilitated in part through the campus food systems working group, empowering students to a praxis of collaborative, hands-on change. In addition to over 20 academic based 2 and 5 unit credit based interns, Measure 43 funds have empowered one CUIP (Chancellor’s Undergraduate Internship Program) and two PSIs (Provost Sustainability Interns) as part of the FSWG core team to carry out extensive projects in collaboration across the campus and beyond! The Dining CUIP also served as a key co-chair and leader for the core team this year. Under the support and advising of CASFS staff member, Tim Galarneau, just this past year we have:

- Participated in the statewide UC Food Systems Working Group and policy process setting new initiatives and models for consideration in the statewide sustainability policy. We also showed up to support our student peers in the CSU system who as of today successfully lobbied their system wide board of trustees to approve a real food policy based on our UC wide effort led by students ten years ago! In fact, FSWG hosted a statewide real food leadership retreat in winter bringing over 46 students from 12 campuses together where we helped CSU campuses brainstorm their next steps to success!
- Worked on policy and implementation oriented activities building on the Campus Blue Print and Campus Sustainability Plan's Food Sector providing new in roads for advancing a sustainability agenda in food services. FSWG helps submit the annual Real Food Dining Report to UCOP and will be helping to track sustainability criteria with dining. FSWG also contributed to the drafting of the 2013-2016 Food Section & Metrics in the new Campus Sustainability Plan and works on ongoing implementation.
- Co-facilitated the Blue Print Food Systems Breakout as well as coordinated Food for the annual Earth Summit.
- Participated in monthly Campus Sustainability Stewardship Committee Meetings reporting on FSWG efforts and providing input toward broader sustainability undertakings of CSS and the Sustainability Office
- Finalized and produced the 2013-2014 Campus Food & Garden Guide with editing support from Martha Brown. Distribution reached over 5,000 students, staff, and parents throughout the year and we are currently overseeing the updated 2014-2015-guide process.
- Conducted and participating in leadership trainings for student organizations serving over fifteen different student organizations and their leaders
- Hosted weekly intern meetings and quarterly campus wide meetings for stakeholder engagement and input
- Facilitated the proposal promotion, committee review, and allocation process for Measure 43 grants
- Participated in the Campus Food Drive committee process...this entailed meeting with the campus chair, John Steel, and attending a meeting with the chancellor and campus and community partners on next steps to advance our success in addressing hunger. We also hosted a film screening and forum with BAS VC Sarah Latham, Willy Elliot-McCrea CEO of Second Harvest Food Bank, and John Steel Chair of the campus food drive committee.
- Through Measure 43 funded activities & partnerships our student leadership team has also hosted and partnered on over 30 events; including:
 - Annual Fall Sustainability Tent at the OPERS Fall Festival reaching hundreds of students directly and over 4,000 indirectly with our advising on the Real Food Dining themed food preparation featuring a farmer market tapas style design.
 - CASFS Harvest Festival that brought over a 900 students & 400 campus community members to the UCSC farm.
 - Coordinated efforts for National Food Day at UCSC with student interns through a "Food Week" of events and programs
 - Supporting the planning and student leadership for the Inter-Org Retreat, including the Friday evening student prepared opening dinner program
 - Designed and implemented twelve campus Food Systems Learning Journeys in partnership with OPERS as well as campus and community partner sites serving over 165 UCSC students.
 - Farm Fridays and Meatless Monday outreach efforts with UCSC Dining Services reaching over 1,000 eaters weekly throughout the year with tabling.
 - Over 10 speaker and film screening events including a partnership talk with the Science and Justice Research Center featuring leading GMO and anti-GMO academics in the UC, Alison Alkon on Food Justice, Kresge Common Ground Center co-presenting Wes Jackson, Education for Sustainable Living Program and Community Studies Food Systems Night Panel, and more engaging over 1200 campus and community attendees.
 - Attending and supporting campus gardener efforts as well as linking in our seed library to garden based grow-outs. Supporting the further development of the Gardeners Alliance gatherings (GA)

for college gardens—this entailed supporting student leads through our core team and advising our CASFS staff partners to develop and offer free workshops tailored to the GA’s interests/needs

- Supporting interns to host 3 quarterly Demeter Seed Project Seed Exchanges at the UCSC Farm with attendance varying from 30-50 campus and community members each time
- Strawberry & Justice Festival featuring art and culture expressions zones, berry and justice panel, and great energy and student engagement serving over 400 students and campus community members
- Educational partnerships and curricula include:
 - In-class presentations in 6 classes this year—from Engineering, Sociology, Latin American Studies, & ENVS courses! Effecting over 400 students through these presentations
 - Designing and leading a CLEI 155 Section on Campus Food and Garden Systems for College 8
 - Working with a group from the Fall EE80s on co-curricular projects
 - Designed learning and action modules on sustainable seafood sourcing for Ecology & Evolutionary Biology 165, advising 25 students in the class for a quarterly long action research project.
 - Maintained our ongoing involvement in the Real Food Assessment with research and evaluation and sponsoring projects with Dining and building out student leadership in this process
 - Alternate Spring Break focused on Agroecology, food systems, and justice based community efforts featuring a spring quarter ENVS 2 unit internship course.

Measure 43 Project & Speaker Grants for FY 2013-2014:

The Center for Agroecology & Sustainable Food Systems (CASFS) at UC Santa Cruz solicits grant applications from UCSC undergraduate students each fiscal year for education and research projects. CASFS administers UCSC's Measure 43 funding to support a host of programs and opportunities for students at UCSC (as noted above), including quarterly and year long project grants. Measure 43 works toward ensuring that all undergraduate students have access to education and programs that enhance their understanding of the food system and their food choices, and that increase opportunities for classes, workshops, “learning journeys,” hands-on gardening experiences, and other campus activities. As per the ballot measure process the committee of 2 students, staff, and faculty review and select annual grant awards. This year’s committee includes: Natalie Tran (student), Crystal Owings (student), Flora Lu (Faculty), Stacy Philpott (Faculty), Joyce Rice (Staff), & Candy Berlin (Staff). ***Four quarterly speaker awards and seven proposals were awarded for a total of \$13,355.67.***

These include the following activities:

- Healthy Mondays at UCSC (*Year long grant to Dining Services for support their Meatless Mondays efforts to advance healthy food for meal plan holders*)
- PICA: Advancing Student Leadership and Sustenance (*Year long grant to support student leadership and campus garden student convening*)
- Advancing Food Security and Student Engagement in the Community (*Year long grant to College 9 & 10 Students*),
- Building a Resilient Student Seed Library (*Year long grant to support a student run seed library and campus garden engaged project*)
- Measuring Water Conservation and Efficiency on the Campus Farm (*Year long student led project to develop improved water use techniques on the campus farm and gardens*)
- Strengthening Student Empowerment and Leadership in the College 8 Garden (*Year long grant to support student led quarterly garden courses and general garden resource support*)
- Wes Jackson, Sustainable Agriculture and the Future of Food (Speaker)

Budget Breakdown for FY 2013-2014:

- Total Annual Allocation: \$109,037.17
- Carry Forward FY 2012-2013: \$26,024.74
- Total Expenditures for FY 2013-2014: \$97,402.49 (*see below*)
- Carry Forward (*following closing out liens*): \$37,586.68

| Items | Expense | Details |
|--|-------------|---|
| OPERS Fall Festival, Harvest Festival, Strawberry & Justice Festival | \$4,942.96 | Performers, food, parking, signage, rentals |
| Food Systems Learning Journeys (FSLJs) | \$2,154.77 | Providing 4-5 FSLJs low cost to free quarterly programs through recreation.ucsc.edu |
| Measure 43 Grants | \$13,355.67 | Student initiated projects and speaker programs |
| Alternative Spring Break FSLJ | \$3,439.93 | Coordinating and programming for annual Alt. Spring Break Program |
| Printing and Publications | \$2,706.90 | Design and publication of Food & Garden Guide, quarterly event fliers and promotions, Real Food Calc Brochure, and stickers. |
| Program and Student Travel | \$2,563.57 | Travel to trainings, meetings, and conferences to present and share best practices in cultivating healthy, sustainable food systems students are advancing at UCSC |
| Other | \$2,329.66 | Misc equipment, fees, and activity reimbursements |
| M43 Program Staffing | \$65,909.03 | M43 Program coordination support, PICA & Campus Student Garden Staff Support, as well as Student Staffing for M43 specific projects including a Chancellor's Undergraduate Intern, two Provost Sustainability Interns, Campus Food Garden Guide Coordinator, and Campus Garden Intern (<i>See narratives above for detail on programming activities</i>). |