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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 8-10 academic based 2 and 5 unit credit based interns, M43 funds have empowered two student co-chairs and over 10 interns as part of the FSWG core team to carry out extensive projects in collaboration across the campus and beyond! The Dining CUIP has also served as a key peer 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 have 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!

- FSWG co-hosted a statewide CA Higher Ed Food Summit that brought over 125 student leaders together from over 23 campuses. Our co-chairs and core team were involved in planning and workshops to engage our UCSC student leadership with other student peer communities across CA.
- 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 2014-2015 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 2015-2016 guide process.
- Conducted and participating in leadership trainings for student organizations serving over 60 student 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 entails 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 attended the awards event for the Second Harvest Food Bank drive networking with campus and community leadership.
- Actively participating in the UC Global Food Initiative across three subcommittees as student GFI fellows connecting with students, staff, and faculty across the UC.
- Through Measure 43 funded activities & partnerships our student leadership team has 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 1200 students & 500 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 ☺
 - Designing and implementing fifteen campus Food Systems Learning Journeys in partnership with OPERS and campus and community partner sites serving over 200 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 partnership talks reaching over 1000 campus and community attendees.
 - Attending and supporting campus gardener efforts as well as linking in our seed library to garden based grow-outs.
 - 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 4 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
 - 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

Measure 43 Project & Speaker Grants for FY 2014-2015:

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: Alyssa Billys (student), Crystal Owings (student), Flora Lu (Faculty), Stacy Philpott (Faculty), Angela Harris (Staff), & Candy Berlin (Staff). ***Six quarterly speaker awards and four proposals were awarded for a total of \$12,160.***

These include the following projects:

- Engaging the Student Eater in Sustainable Food (*Year long grant to Dining Services for support their spring sustainable vendor fair and increased outreach on sustainable food efforts to the campus*)
- PICA: Advancing Student Leadership and Sustenance (*Year Long grant to support student leadership and campus garden student convening*)
- Building Campus Connections Toward Food Sovereignty: Calabassas Student Garden and Community Engagement (*Year long grant to College 9 & 10 Students*),
- Phil Howard, Corporate Consolidation in the Organic and Sustainable Food Chain Sector (Speaker)
- Nikki Silvestri, Advancing Student Empowerment and Racial Justice in the Food System (Speaker)
- Elan Goldbart, Growing Healthy Food for All, Advancing the Call for Beginning Farmers and Student Gardeners, (Speaker)
- Damian Bartholomew-Keller, Building Seed Justice Through Art (Speaker/Trainer)

Budget Breakdown for FY 2014-2015: *Below is a basic budget overview for Measure 43.*

- Total Annual Allocation: \$115,359.21
- Carry Forward FY 2013-2014: \$37,659.42
- Total Expenditures for FY 2014-2015: \$84,719.66 (*see below*)
- Carry Forward (*following closing out liens*): \$68,705.41

| Items | Expense | Details |
|---|------------|---|
| OPERS Fall Festival, Harvest Festival, Strawberry & Justice | \$5,620.24 | Performers, food, parking, signage, rentals |

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|--|-------------|---|
| Festival | | |
| Food Systems Learning Journeys (FSLJs) | \$2601.31 | Providing 4-5 FSLJs low cost to free quarterly programs through recreation.ucsc.edu |
| Measure 43 Grants | \$12,160 | Student initiated projects and speaker programs |
| Alternative Spring Break FSLJ | \$3,496.88 | Coordinating and programming for annual Alt. Spring Break Program |
| Printing and Publications | \$9,142.34 | Design and publication of Food & Garden Guide, quarterly event fliers and promotions, Real Food Calc Brochure, and stickers. |
| Program and Student Travel | \$2,389.22 | Travel to trainings, meetings, and conferences to present and share best practices in cultivating healthy, sustainable food systems students are advancing at UCSC |
| M43 Program Staffing | \$41,982.68 | M43 Program coordination support, PICA & Campus Student Garden Staff Support, as well as Student Staffing for M43 specific projects (i.e. Campus Food Garden Guide, Campus Garden efforts, etc...). <i>See narratives above for detail on programming activities.</i> |
| Other | \$7,326.99 | Misc equipment, fees, and activity reimbursements |