

Sustainable Food Systems 2011



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Table of Contents

Executive Summary.....	2
Overview, Objectives, and Goals.....	3
Background and Significance.....	7
Initial Conditions.....	10
Research Methodology.....	11
Data Analysis.....	14
Key Findings.....	18
Recommendations.....	20
Conclusion.....	21
References.....	23
Appendices.....	23

Executive Summary

Executive Summary

Sustainable Food Systems' 2011 motto is "think global, eat local." Our main mission, which we worked through with our stakeholders, was to help UCLA Dining Services achieve their goal of 20% sustainable foods purchased by 2020.

According to the Earth Policy Institute's report on Oil and Food, 20% of all greenhouse gases in the world come from current agriculture practices. As a massive university system, disengaging ourselves from this system by increasing our local and organic food offerings would have a huge impact on carbon emissions in the university and state level.

We approached our objective in three ways. Firstly, we worked with Patricia Reyes to begin to develop a guidebook of local and organic farms and processing plants that UCLA could potentially partner with in the future. Dining Service's main concern was how to execute a sustainable food system while still maintaining resident satisfaction. The second part of our project was an educational campaign for residents on the Hill about the importance of sustainable foods in their daily life. We developed Table Tents, which were deployed in three Residential Restaurants for a total of 2 weeks. Lastly, we planned a "FoodFest," a day highlighting local and organic foods through a dinner and speakers. Our intent was to promote food consciousness within the student population in order to encourage them to advocate for increased sustainable foods offerings.

Key findings from our project show that while UCLA has many great intentions and a generally positive attitude towards sustainable foods, there is still much work that needs to be done. Students showed a threefold increase in their interest in sustainable foods after our FoodFest event, initial levels were only at 25.3%. Also, we found that many small organic farms are looking into forming distribution centers and exclusivity contracts that may prove useful to UCLA in the future.

Overall, it was very exciting to be working with UCLA during the beginning stages of their sustainable food work, and we hope that our work will be a strong foundation for both future Action Research Teams and Dining Services themselves.

Overview, Objectives, and Project Goals

Sustainable Food Systems began as a multifaceted project that aimed to help increase the percentage of sustainable food purchased by Dining Services to 20% by 2020. At the start of the project, our group aimed to develop farm profiles exhibiting local and organic farms within 200 miles of UCLA to provide to Patricia Reyes, UCLA Dining Services' Purchasing Director. The creation of this farm profile database was meant to be useful to Patricia Reyes so that she could easily look up farms in the area that could provide an array of produce to be used in the Dining Halls. This accessible archive would make it much simpler for Dining Services to get in contact with sustainable farmers without the burden of searching for farms and identifying which primary products each farm produces. Our guide includes information such as each farms' primary contact, farm address, top primary products, peak season for each primary product, and the price per unit quantity of each primary product. In addition to produce farms, our group also collected information on sustainable ranches and local food processing plants. UCLA has an annual food budget of \$11 million, so implementing a new direction in food systems here would not only be impactful but also extremely difficult, given the scale. Therefore, over the course of our research into potential resources for UCLA, we also looked into the sustainable food systems of other large-scale dining services at universities and restaurants in order to guide us in our recommendations to Dining Services.

In the second component of our project, we aimed to increase student awareness about the benefits of eating local and organic foods. To begin this part, we partnered with Housing to have four questions on their mid-quarter resident survey. In these initial questions we sought to assess student's attitudes not only towards sustainable foods as a whole but also how they ranked certain types of foods (organic produce vs. grass-fed beef, for example); why they valued these foods; and whether or not they would prefer these over greater options of international cuisine.

Once we had this information, we were set to begin our campaign to increase student enthusiasm for sustainable foods. We created Table Tents that would be placed in the residential restaurants and provide students with an overview of what sustainable foods are all about, how they are beneficial to human health and the environment, and how they can be implemented into their everyday lifestyle. We hoped that this educational component could help students gain a greater understanding about UCLA's commitment to increasing sustainable foods in the Dining Hall and why it is so important to do so. The second part of the student education aspect was our FoodFest event, which aimed to provide students with a more intimate form of sustainable food awareness. FoodFest involved four different speakers that shed light on the idea of increasing sustainable foods to UCLA and how student involvement can help to expedite this overall process through persistent interaction. The event showcased two local and organic farmers that spoke about their passion and dedication to sustainable foods and the environment, which we felt would be very influential to students since they would get to experience a relationship with local farmers firsthand. We also had speakers from UCLA and Housing and Hospitality Services to help students get a glimpse of sustainability developments here at UCLA.

Lastly, we sought to follow up on our survey results from Winter Quarter, which were fairly lackluster. Most students ranked themselves as fairly satisfied, although open to and slightly enthusiastic about the possibility of increased sustainable food options. Overall, students were not too passionate about this issue, though, and from these survey results from the beginning of our research project we found that the main factor in sustainable foods that students found very important and relevant were the health effects of conventionally produced food. We administered the survey again at the closing of our FoodFest event, after the speaker series, to see if students' responses had changed in any way, which they had, dramatically.

Our team's goal is to use this report, with these survey results and data, coupled with our research on local and organic foods, as a guide for Dining Services towards purchasing and

implementation of a large-scale, student-oriented sustainable food system in the residential restaurants here.

Background and Significance of the Project

The purpose of this year's Sustainable Food Systems Action Research Team was to promote sustainability in the direction of local and organic food consumption. Our goal was to compile a list of resources available for our stakeholders to make educated decisions and readily available data on local and organic food sources for the campus dining halls. Organic is already widely known and accepted in the collegiate community, and as an observational study from previous years' teams showed, it is preferred over conventionally grown produce. We sought to build upon this information in two ways: by expanding this opinion in students to include a preference for organic and *local* produce which already had a 70% interest based on last years SFS team survey results. Our goal was to build upon these findings and make changes in our buying options of produce and/or meat products based on our results. We also wanted to aid Dining Services in finding available suppliers to make these offerings feasible for students. While we are lucky to live in such a fertile farming area, meaning that we have a wide variety of local foods available to us, importing foods when they are not seasonal and also conventional farming practices take a huge toll on the environment and lead to a heavy carbon footprint for UCLA. Our bananas come from Central America, our rice from Asia, our tomatoes from Mexico and year round vegetables from a variety of international farming distributors.

According to a report published by scientists working for the USDA, 14.4% of the U.S.'s total energy consumption comes from food systems. 10 energy units are spent for every 1 energy unit of food on our dinner table, and of these energy units, some 28 percent of energy used in agriculture goes to fertilizer manufacturing, 7 percent goes to irrigation, and 34 percent is consumed as diesel and gasoline by farm vehicles used to plant, till, and harvest crops. The rest goes to pesticide production, grain drying, and facility operations. We wanted to promote awareness of these monumental facts to the community of UCLA. Eating sustainably is extremely significant in today's world of \$4.00/gallon gas prices which drive up our price of food. Food prices increased 0.4 percent

in April when oil barrel prices topped \$100 with increasing unrest the OPEC region. This was the largest increase in prices in over three years. In addition, food in the US on average, travels between 1500 and 2500 miles to reach your dinner table, this increase is 25% further than it took only two decades ago. There are global repercussions as well, from climate changes that our occurring with increased greenhouse gas emissions caused by combustion of fossil fuels, to small, sustainable family farmers that are hard -pressed to keep their heads above water in our economic recession. On campus, it is significant that we continue to be able to provide the highest-quality, healthiest foods to our students.

Local and organic farming is essential to sustaining future regional food demand. More than anything else, food is crucial to “break off the grid” of our global economy. If there is any collapse or scare, one can survive off without power but food is something that would shock a community that is solely dependent on external sources for their production. By encouraging local food production, perhaps not directly on campus but within the community, our investments would safeguard ourselves for the unforeseeable problems of the future.

Eating locally promotes our local economy. By circulating money within our community we are able to make a full circle investment where increased revenue of farms lead to increased purchasing power towards other sectors of business locally, promoting economic growth and increased job opportunities that benefits the consumers and subsequently society as a whole. UCLA student body is currently numbered at 39,984 for the 2010-11 academic year, (UCLA General Catalog) many of which live on campus. This sheer number represents a city within ourselves. In this aspect we have the ability to promote sustainable precedent for the surrounding regions by encouraging local and organic food options we are setting an example to LA as a whole.

Our purchasing power has the ability to investment millions of dollars into up-and-coming local organic farmers looking for new bids. We can single-handedly change the course of California farming initiatives if we are able to develop deals with our farming community. Additionally, we as

UCLA students would be provided with fresh, nutritious food that can promote the health and well-being of both mind and body for our community as a whole. Most importantly, UCLA is a learning environment, as such we need to promote these ideas in economics, environment and equity as a moral prerogative for the campus.

Initial Conditions

Our Action Research Team was fortunate enough to have a strong foundation provided by previous groups of SFS researchers. Previous years' teams have already addressed campus waste management through "Waste Watchers" and our "Tray-less" campaign for dining halls to promote awareness of overconsumption and excessive waste. In addition, previous surveys had been compiled addressing campus residents interest in organic options for the dining halls, both empirically. These building blocks allowed our SFS team to delve into more specific research, specifically locality of food production. We were also able to use data from previous research groups as precedent for how we would utilize our surveying and data collection and were able to use their previous results to compare and contrast the awareness and interest students had for sustainable food options in relation to our data.

As for initial conditions at UCLA, we currently stand at a 2.45% purchase rate for sustainable foods. This includes fair trade sugars in the residential restaurants, cage-free eggs, and hormone free milk. However, this amount needs to increase almost tenfold, and so there is much room for our team's work.

Research Methodology

Guidebook of farms/processing companies

We created a database of local/organic farms and food processing companies for future purchasing decisions of UCLA Dining Services. For our purposes, we defined local as within 250 miles of UCLA and we spoke to the farmer's about their organic status personally. For some, they were not using pesticides but were uncertified, others were USDA certified, and some were CCOF certified. In our appendices are attached the results of our research in this area.

The questions we asked are here:

1. **Primary contact** (purchasing person, sales director, owner...whoever's in charge of selling)
2. **Phone number** of primary contact
3. **Location** of farm (address)
4. Primary **products**:
5. **Peak season** for each "primary product":
6. "**Street price**" for each primary product
7. Do they **process** their food?
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified?
11. If not, **why not**?
12. **How much** of each primary product do they produce **each season**? (can be in lbs. or numerical quantity)

Information about the farms was garnered through the following methods:

1. Phone calling - We used localharvest.org to identify potential local and organic farms and find out their contact information. We then contacted the farms and asked the questions directly over the phone. This system was the most useful as not all of the farms were close enough to be visited personally and not all were participants in local farmer's markets. However, this was difficult as many farmers were extremely hard to get a hold of (busy working all day) and some forgot to call us back, etc.

2. Personal visit at farmers' market - We went to farmers' market to talk to farmers directly.

Local processing businesses

We attempted to identify processing companies to expand sustainable food source from fresh produce to processed product, including salad dressings, salsa, cooking oil, vinegar, marinade, condiments, bread, bagel and coffee beans. We searched for processing companies on www.manta.com and used the same protocol as locating the farms.

Other food systems sustainable practices

We researched the universities Yale, Appalachian State, and UC Berkeley through both their websites and phone calls and an in-person visit one local restaurant, Akasha, to explore more feasible options of sustainable change in UCLA. We asked of the sources of food used in the restaurant, whether sourced directly from farms, purchased from the farmer's market, or even produced on campus in a self-sustaining fashion. We also investigated which types of produce and food products were the easier options to switch from conventional options to organic ones. Ultimately, our research helped us to comprehend the implausibility of sourcing UCLA's massive dining services solely from small family farms and gave us the idea to look into processing plants and potentially setting up our own distributions center, as discussed later in the report.

Student's attitudes towards sustainable food

We issued an initial survey to gauge students' knowledge of and interests in sustainable food in winter quarter. In the survey conducted in winter, we asked students to rate their awareness and the personal importance of sustainable food, to indicate specific concern (personal health, environment or social equity) of sustainable food, and rank the preference among different types of sustainable food. Based on the results of students' attitudes, we sought to decide what following educational outreach or other kinds of events we could organize.

FoodFest

Direct Engagement

On May 18, we held an event, FoodFest, to promote food consciousness and to encourage them to continue advocating for increased sustainable foods offerings. In this event, we incorporated talks by speakers accompanied by a local/organic dinner. We invited one farm owner and one ranch owner to be speakers. Additionally, Nurit Katz from UCLA Sustainability and Robert Gilbert, our stakeholder from Housing and Hospitality Services spoke to students about UCLA's sustainable food efforts and impact. Students were able to gain personal experience and insights from farmers directly. We also collected donations of local produce from farmers' market as ingredients of salad offered at the event as a way to engage students with local food sources.

Students demand for sustainable food and educational effect analysis

At this event, we conducted a follow-up survey to have students compare their awareness and the personal importance of sustainable before and after FoodFest. Through the survey, we can identify not only the current demand for sustainable food but also the difference in students' attitudes due to educational effect of the event. The increasing awareness of and demand for sustainable food allows us to know the effectiveness of future outreach

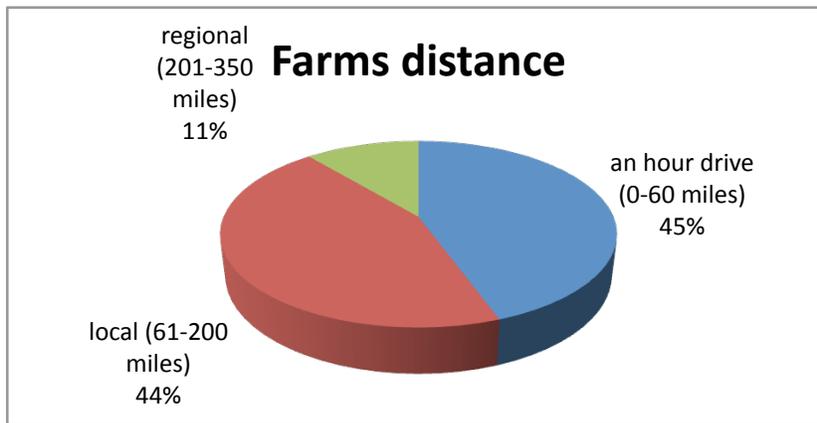
events. We also compared these results to our first survey from Winter Quarter, and found that interest in sustainable foods increased threefold after our event.

Data Analysis

While we did not implement any changes this year at UCLA, and therefore have no cost effect to analyze, we did gather a significant amount of other data to be used by future SFS teams and Dining Services.

Guidebook of farms and processing businesses

The wide spectrum of the types of produce grown, animals raised and products processed indicated the great potential of UCLA to build partnership with local farmers and businesses to implement sustainable change in Dining Services. The distances of the farms breaks down here:

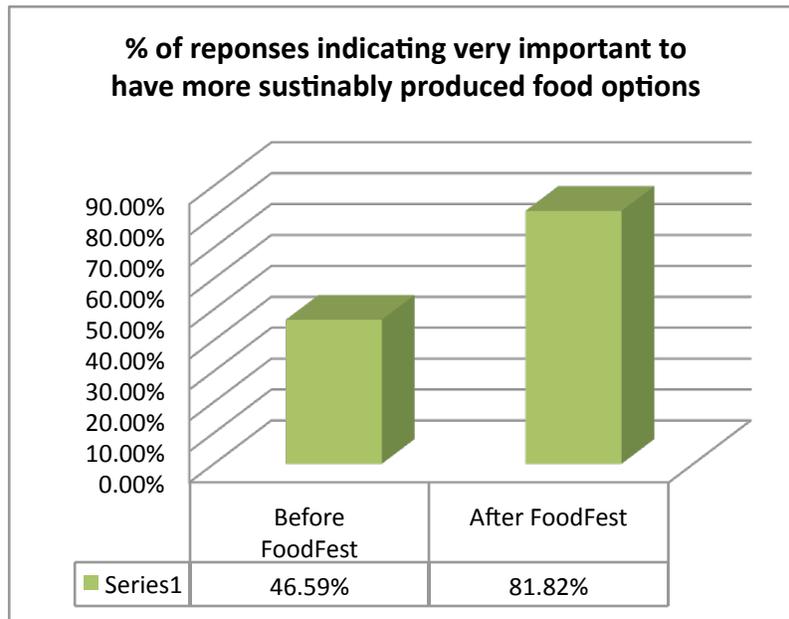


Initial survey – students’ specific concerns in choosing sustainable foods

42.5% of the responses indicated high as the importance of personal health related to organic food while 33.1% (human inequities) and 34.0% (environmental impact) of the responses indicated high in the other elements. Students had higher concern over the personal health aspect. This result reflected that students were more aware of and concerned about the health effect associated with the use of pesticides, chemical fertilizer, antibiotics and artificial hormones. This result might indicate students’ less exposure to the benefits of sustainable food in reducing environmental impact and human inequities. Tabulated graphs of our survey results are available in the Appendices following this report

Current demand for sustainable food

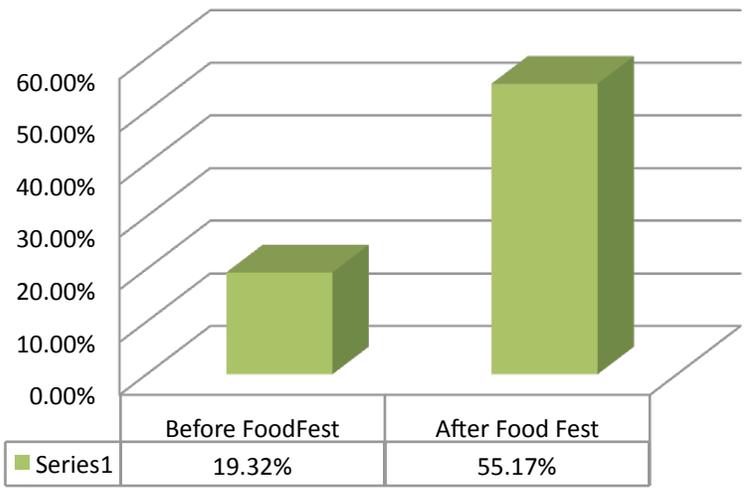
Of the survey issued in May, 81.82% of the responses indicated having more sustainably produced options as very important.



Educational effect analysis

FoodFest had a strong effect on students' understanding and interests of sustainable food. We asked students how important it was to have more sustainably produced options before the event and after event. 46.59% of responses indicated very important before the event and 81.82% of responses indicated very important after the event. The importance of sustainable food increased significantly because of the event. Also, the percentage of responses indicating very high (5) in the awareness and understanding of sustainable food on a scale of 5 increased from 19.32% to 55.17% after the event. This demonstrated that once having more engagement and experience with farmers and food sources, student became much more concerned of and interested in sustainable foods.

**% of reponses indicating high awareness/
understanding of sustainable food**



Key Findings

Sustainable Food Systems' 2011 Action Research Team had many key findings that will help UCLA Dining Services achieve their goal of 20% sustainable foods purchased by 2020 outlined in the UCLA Climate Action Plan. Our findings build upon previous teams' findings to help UCLA Dining become more sustainable in its food practices.

Our action research team participated in three different components. First, our team conducted research on finding out more information about local and organic farms and processing plants. Our database/guidebook consists of about 32 local, organic farmers and processors within 200-mile radius of the UCLA campus. We found that farmers are willing to work with UCLA Dining to help build business relationship. After speaking and collaborating with Patricia Reyes the Dining Services' Purchasing Director, we discovered that UCLA Dining needs to partner with farms that are large enough to supply enough of UCLA Dining's demand.

Second, we conducted a educational campaign where we focused on educating UCLA Hill Residents about the importance and meaning of local and organic food. Our initial survey was sent out to 590 students living in the dorms. Our results showed that 42.5% of the responses indicated high as the importance of personal health related to organic food while 33.1% indicated human inequities and 34.0% environmental impact of the responses indicated high in the other elements. These results showed that students had higher concern for the personal health aspect. As part of our educational campaign we put up about 100 table tents in three UCLA Dining halls for about two weeks in hopes to inform UCLA Hill Residents about the importance of local and organic food.

Third, we hosted an outreach event targeting students who live in the dorms that corresponds to our educational campaign. The event was called the "FoodFest." At the event, we discovered that

many students would like UCLA Dining Services to incorporate more local and organic food. As part of the event, students had to fill out a survey in order to enjoy the local, organic dinner that was being served. The results from our second survey indicate that 81.82% of the responses indicated having more sustainably produced options as very important. 46.59% of responses indicated very important before the event. There was a definite increase. The percentage of responses indicating very high (rating of 5) in the awareness and understanding of sustainable food on a scale of 5 increased from 19.32% to 55.17% after the event. This illustrates the importance of educating students about the importance of local, organic food. The students indicated that having sustainable food was important once there were able to listen to the farmers and other speakers. Students' were more concerned about sustainable foods.

Overall, our Sustainable Food Systems' Action Research Team learned there is much that still can be done to help make UCLA Dining Services more sustainable, but the only way that is possible is if students show that they want it. They must take action to show that local and organic food is important to them. UCLA Dining Services stress student satisfaction and will cater to their needs, literally.

Recommendations

If there was a follow-up team, and hopefully there will be, we would recommend that the team should focus on building relationships and connections with farmers who are not only local and sustainable but produce enough crops to be a legitimate food supply source for the Hill's large dining population. Our team spent a lot of time on our farm profiles, and although that information may be helpful many of the farms only produced one crop, such as cherries, and in amounts that are too small to be consistently purchased by UCLA. UCLA Dining Services does not want to have high traffic brought to The Hill from different truck companies delivering food. So the food needs to be brought from one, or a very small amount, of delivering services. A good solution to this problem would be to make contracts and purchase food from Food Co-Ops, or organizations owned, and supplied to, by multiple farmers. A good example of this would be the South Central Co-Op, a certified USDA Organic Co-op that provides food grown in Bakersfield, just over 100 miles away and therefore still considered local. Our team started building a relationship with the son of one of the owners of the South Central Co-Op who is a fellow UCLA undergraduate student. Therefore, a key recommendation to next year's team is to strengthen this relationship and have the Purchasing Director, Patricia Reyes, seriously consider a contract with the South Central Co-Op. In addition, we would like to recommend that next year's team research the feasibility of UCLA owning their own distribution center so as to create a system that both enables UCLA Dining Halls to be provided with sustainable produce while also maintaining low-levels of truck traffic on The Hill.

Conclusion

In the beginning, our Sustainable Food Systems team was overwhelmed with choosing a topic on food to focus on in the UCLA dining hall. However, with the guidance of our stakeholders Becky Miller, Robert Gilbert (of Housing and Hospitality Services) and Patricia Reyes (from Dining Services), we were able find ways to help UCLA Dining Services achieve their goal of 20% sustainable foods purchased by 2020 outlined in the UCLA Climate Action Plan.

Our Action Research team first met with our stakeholders and the Purchasing Director for UCLA Dining Services to set out a plan to help us plan out how we would go about making a tangible impact. We devised a guidebook consisting of local, organic farms and processing plants within 200-mile radius. This guidebook will help make it both easier and convenient for the Purchasing Director, Patricia Reyes, to purchase sustainable food to be served in the dining halls. We researched over 32 farms and purchasing plants. After speaking with Patricia, we discovered that in order to accommodate all Hill Residents the farms would need to be large enough to supply. While conducting our research and talking to the farmers, we discovered that these local, organic farms were not large enough to supply UCLA's demand. A good solution to this problem would be to make contracts and purchase food from Food Co-Ops, or organizations owned, and supplied to, by multiple farmers. These distribution centers would not only solve this problem, but also help UCLA build a strong business relationship with more farmers. An example of this is the South Central Co-Op, a certified USDA Organic Co-op that provides food grown in Bakersfield. Our team recommends to strengthen this relationship. Also, Purchasing Director, Patricia Reyes, could build contract with the South Central Co-Op.

Another important component to our team's effort was our educational campaign. Our initial survey was sent out to 590 students living in the dorms. Our results showed that students had higher concern for the personal health aspect. As part of our educational campaign we put up about 100 table tents in three UCLA Dining halls for about two weeks in hopes to inform UCLA Hill Residents about the importance of local and organic food. In addition, we hosted an outreach event targeting students who live in the dorms. The event was called the "FoodFest." At the event, we discovered that many students would

like UCLA Dining Services to incorporate more local and organic food. As part of the event, students had to fill out a survey in order to enjoy the local, organic dinner that was being served. The results from our second survey indicate that 81.82% of the responses indicated having more sustainably produced options as very important. 46.59% of responses indicated very important before the event. There was a definite increase. Our event stressed the importance of educational outreach events because after students were educated about sustainable food, they found it more important and that UCLA Dining should provide more.

After two quarters of research and public outreach, we have been very successful. We hope this will help UCLA Dining Services speed up in achieve their goal of 20% sustainable foods purchased by 2020 outlined in the UCLA Climate Action Plan. Our surveys showed a change in students' attitudes about the importance of sustainable food. Our results showed 25.30% in Winter before Table Tents and Food Fest. Then 44.78% before Food Fest and increased 83.58% after the Food Fest. We hope this shows future Sustainable Food Teams the importance of having educational outreach events.

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Appendix A

Team Logo:

Appendix B



Preliminary Survey Questions and Results:

Q1 Fix 2.5 percent of all foods: Currently 2.5% of all food and beverages purchased in the dining halls and eateries are qualified as environmentally sustainable; the other 97.5% are conventionally produced.

In general, how satisfied are you with the amount of sustainable foods and beverages currently offered?

Very Satisfied	83	14.2%
Satisfied	341	58.2%
Dissatisfied	137	23.4%
Very Dissatisfied	25	4.3%
Total	586	

Q2 Fix How VIP are these elements of food to you?: How important are these elements of food to you?

The personal health implications of non-organic foods, such as pesticide use and genetic modification:

High	251	42.5%
Medium	261	44.2%
Low	79	13.4%
Total	591	

The human inequities involved in conventionally grown and produced foods:

High	195	33.1%
Medium	311	52.7%
Low	84	14.2%
Total	590	

The negative environmental impact of conventionally grown foods and meat production:

High	200	34.0%
Medium	312	53.1%
Low	76	12.9%
Total	588	

How important is it to you to have more sustainably produced food in the dining halls?

Very Important	148	25.3%
Somewhat Important	348	59.4%
Not Important	90	15.4%
Total	586	

What is your understanding of the impacts of sustainable vs. conventional foods on personal health, the environment, or social equity?

High	127	21.7%
Medium	349	59.7%
Low	109	18.6%
Total	585	

Q4 Hghr Qlty Food dndg hlls 5 prefrnces: If higher quality foods were being added to the dining halls for a slight cost increase in meal plans, which would you be most interested in having offered? Please rank your top 5 preferences in order from 1 to 5:

Organic Foods: Cannot be genetically modified and are produced without use of pesticides or chemical fertilizers

1	110	20.4%
2	83	15.4%
3	125	23.1%
4	99	18.3%
5	123	22.8%
Total	540	

Organic Meat: Animals fed only organic grains/grasses, are raised without hormones or antibiotics, and have unrestricted outdoor access, as opposed to confined in a feed lot

1	89	16.1%
2	81	14.6%
3	149	26.9%
4	116	20.9%
5	119	21.5%
Total	554	

Grass-fed Beef: Cattle primarily eat grass and are pasture-raised, as opposed to confined in a feedlot

1	72	13.6%
2	77	14.5%
3	159	30.0%
4	116	21.9%
5	106	20.0%
Total	530	

Local Foods: Is grown within 250 miles reducing transportation impact. Produce is therefore available seasonally, as opposed to year-round; may or may not be organic

1	85	15.9%
2	97	18.1%
3	142	26.5%
4	110	20.5%
5	102	19.0%
Total	536	

Sustainably Sourced Seafood: Practices non-damaging catching or farming techniques which work with the natural environment and fish population

1	70	13.7%
2	76	14.8%
3	124	24.2%
4	114	22.3%
5	128	25.0%
Total	512	

Fair Trade Certified Coffees & Teas: Guarantee farmers an equitable minimum price for work and has regulations, including the prohibiting of child labor and dangerous working conditions

1	66	13.5%
2	80	16.3%
3	136	27.8%
4	87	17.8%
5	121	24.7%
Total	490	

New international dishes (non-sustainably sourced)

1	107	21.6%
2	65	13.1%
3	111	22.4%
4	86	17.3%
5	127	25.6%
Total	496	

Appendix C

FoodFest Survey:

1. Where do you live? Please circle one:

Off Campus

On the Hill, please specify which building: _____

2. What **was** your level of awareness and understanding of the term Sustainable Food **before** attending this event?

(5 = high awareness/understanding, 1 = no awareness/understanding)

1 2 3 4 5

3. What **is** your current level of awareness and understanding of the term Sustainable Food **after** having attended this event?

(5 = high awareness/understanding, 1 = no awareness/understanding)

1 2 3 4 5

4. How important **was** it to you to have more sustainably produced food options to you **before** this event?

(ie. local & organic produce, sustainably farmed beef, fair trade coffee/tea (circle one))

Not at all

Somewhat

Very important

5. How important **is** it to you to have more sustainably produced food options to you now **after** this event?

(ie. local & organic produce, sustainably farmed beef, fair trade coffee/tea) (circle one)

Not at all

Somewhat

Very important

6. Currently, **1.4%** of the food at UCLA's residential restaurants is sustainably sourced. UCLA's goal is to get to **20%** by **2020**. After attending this event, how do you feel about this goal?

Satisfied

I would like it to happen **faster**

I would like to **increase** the percentage of sustainable foods

I would like **both** of these to happen

7. **Before** attending this event, what aspect of sustainable foods concerned you the most?

Personal Health Impacts

Environmental Impacts

Social Equity Impacts

All of them

None

8. **After** attending this event, what aspect of sustainable foods concerns you the most?

Personal Health Impacts

Environmental Impacts

Social Equity Impacts

All of them

None

9. What (if any) would be your main reservation about having more sustainable food options on campus?

Price

Reduces Options

Not important to me

Tastes worse

None, I do want to see an

increase

Appendix D Farm Profiles

Farm Profiles

* 3 Sisters Farm

*Primary Contact=Abby Harned, 1.909.795.7049

*Location 30370 San Timoteo Canyon Road

Redlands, CA 92373 (Distance from UCLA: 80 miles)

*Primary Products= lettuce (romaine but also heirloom varieties), also carrots and beets

*Produce around 4,000 heads/year (year-round growth)

*Price=around \$2-3/head, don't sell wholesale

*Don't process produce, sell it whole as CSA boxes or at Farmer's Markets or to local restaurants

*CCOF and USDA certified organic

*Completely self-sustaining 1 acre farm, Jason & Abby do all the work themselves, no farmhands or anything!

Sage Mountain Farm

1. **Primary contact**--Phil Noble

2. **Phone number** of primary contact--1 951 990 7460

3. **Location** of farm (address)

40630 Sage Road

Hemet CA 92544 (Distance from UCLA: 100 miles)

4. **Primary products:** vegetables: onions, squash, peppers (bell peppers, hot peppers), tomatoes, lettuce, salad mix, kale, arugula, swiss chard, cucumbers, carrots, beets, garlic, potatoes, watermelon, melons, eggplant

5. **Peak season** for each "primary product":

summer squash,

dry onions=June/July (sell through September)

fresh onions=February-May and October-December (light crop)

peppers=July-October

tomatoes=cherry June-October/November, heirlooms=light crop in June, main crop in September/October

lettuce/salad mix, arugula, kale, swiss chard=September-June

cucumbers=July-September

carrots=march-june, some in october/november sometimes december

beets=november-june

dry garlic=july/august

green garlic=february-may

potatoes=may, june, july

watermelon, melons=july-september (october?)

eggplant=july-october

6. **"Street price"** for each primary product

7. Do they **process** their food? No
 8. If not, where do they send their food to get processed? Not yet but in the works/future
 9. Primary contact phone number and address of processing company N/A
 10. **USDA Organic** Certified? Yes
 11. If not, why not?
 12. **How much** of each primary product do they produce each season? (can be in lbs. or numerical quantity)
- further information available at:
<http://www.sagemountainfarm.com/>.
 *Beef info: <http://www.sagemountainfarm.com/wheres-the-beef/>

McGrath Family Farms

1. **Contact:** Bill McGrath
2. **Phone:** 8054854210
3. **Location** of farm (address): 1012 West Ventura Blvd. Camarillo CA 93010
(Distance from UCLA: 50 miles)
4. Primary **products:** strawberries, variety of vegetables (about 30 acres total, 1/4 is flowers, 1/2 is veggies)
5. **Peak season** for each “primary product”: springtime
6. **“Street price”** for each primary product: \$40/box of 12 pints
7. Do they **process** their food?: no but they send it out for jam if they have extra berries
8. If not, **where** do they send their food to get processed?: different processor each season
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? yes
11. If not, **why not?**
12. **How much** of each primary product do they produce **each season?** (can be in lbs. or numerical quantity): about 6 acres worth, 4500 boxes/acre
13. Fun Definitions:
 heirloom: hasn't been genetically engineered in at least 50 years,
 genetically engineered does not equal genetically modified
 for more information visit: <http://www.mcgrathfamilyfarm.com/contact.us.php>

Arnett Farms

1. **Primary Contact:**
2. **Phone number** of primary contact—(310) 430-3940 (sold at farmers market in Westwood)
3. **Location** of farm (address) 3509 S. Brawley Fresno, CA (Distance from UCLA: 215 miles)
4. Primary **products:** organic fuji apples
5. **Peak season** for each “primary product”:
6. **“Street price”** for each primary product:
7. Do they **process** their food?
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Working with Chinchillo Farms and in transition of becoming organic
11. If not, **why not?** Just started, takes 3 years
12. **How much** of each primary product do they produce **each season?**

Little Farm (Flanigan Farm)

1. **Primary contact**—Alida Ararxian
2. **Phone number** of primary contact--800.252.0228
3. **Location** of farm (address) 9522 Jefferson Blvd Culver City, CA 90232, and Northern San Diego (Distance from UCLA: 130 miles)
4. **Primary products:** fuyu persimmons
5. **Peak season** for each “primary product”: late October-mid December
6. **“Street price”** for each primary product: \$28 for box of 36-48 persimmons (currently sell to Whole Foods and Gelson’s)
7. Do they **process** their food? Yes
8. If not, **where** do they send their food to get processed? Place in Culver City (slice and dry them there)
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? CCOF Certified
11. If not, **why not?**
12. **How much** of each primary product do they produce **each season?** 1800-2000 boxes (36-48 persimmons in each box)

Maggie’s Farm

(831) 688-0558 contact: Maggie Driscoll. 202 Playa Boulevard Watsonville, CA 95076-1736. (Distance from UCLA: 325 miles) granola manufacturer.

Edendale Farm

2131 Moreno Drive Los Angeles, CA 90039 eggs (cage free, local)
Distance from UCLA: 16 miles
phone: (323) 454-3447.

Ananda Dham Organic Peach Farm

Primary contact:

Phone: (661) 724-1161

Location: 42310 Lake Hughes Rd, Lake Hughes, CA 93532 (Distance from UCLA: 60 miles)

Primary products: peaches

Season: harvest the peaches in October

Price:

CCOF certified

Processed:

How Much:

Copeland’s Cherry Ranch

1. **Primary contact**—Chari Copeland

2. **Phone number** of primary contact--661-270-1900

3. **Location** of farm (address) 9611 Leona Ave Leona Valley, CA 93551

(Distance from UCLA: 65 miles)

4. **Primary products:** cherries (Bing, Rainier, Utah Giants, Tieton)
5. **Peak season** for each "primary product": June (specifically: Tieton and Utah Giants are ripe first in early to mid June and then the Bing and Rainier ripen 2-3 weeks after)
6. **"Street price"** for each primary product: \$3.50/lb (price for pick-it-yourself but she said that wholesale is not much different)
7. Do they **process** their food? no
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Yes and CCOF Certified
11. If not, **why not?**
12. **How much** of each primary product do they produce **each season?** Chari could not give me an amount but told me that they have 462 trees, each fully producing, but the last 3 years have suffered freezes so net produce greatly varies each season.

Oliver's Artisan Breads

Location: 550 South Maclay Avenue San Fernando, CA 91340 (Distance from UCLA: 20 miles)

Primary Contact: Carol Head (Owner)

Phone: 818-898-3420

FAX: 818-898-3458

Email: info@oliversbreads.com

Common items: Commercial and Standard Sized loaves, sandwich rolls, dinner rolls, pretels, (whole wheat, sourdough, rye, etc) they DO HAVE pullman breads!

Organic: they are a certified organic company and have certain certified organic bread but also "all-natural" bread

Price: The bread is sold by distributors, in quantities of cases, and Carol said there are too many variables to be factored in (such as transportation and quantity) that she was unable to give me prices. However for a ball park statistic, the organic loaves are 40% higher cost than their other breads but this percentage reduces when quantity is factored in.

-One of the distributors they work with is Nature's Produce (a distributo UCLA already works with)

Oliver's sells to Whole Foods

Glen Ivy Farm

1. **Primary contact**--Sergio Gutierrez

2. **Phone number** of primary contact--(951) 675-0774

3. **Location** of farm (address)

25005 Glen Ivy Road

Corona, CA, 92883 (Distance from UCLA: 60 miles)

4. **Primary products**

Oranges and citrus (grapefruit) & avocado. Small amounts of tomatoes & apricots in the summer

5. **Peak season** for each "primary product"

Year round oranges/citrus and avocado

6. **"Street price"** for each primary product

Oranges \$0.60/0.80 per pound
Grapefruit \$0.40/0.50 per pound
Avocado \$0.40 to \$1 per pound depending on packers or \$1.25/1.50 per pound (30/40 lb. boxes)

7. Do they **process** their food? No

8. If not, **where** do they send their food to get processed? N/A

9. Primary contact phone number and address of **processing company** N/A

10. **USDA Organic** Certified? Yes

11. If not, why not?

12. **How much** of each primary product do they produce each season? (can be in lb. or numerical quantity)

Oranges on less than an acre and grapefruit on about 5 acres- can fill up 1 to 2 truck loads (about 200 bins)

Avocado on about 10 acres 30/40 lb. boxes (approx. 400 bins?)

DerVaes Gardens

1. **Primary contact**--Anais DerVaes

2. **Phone number** of primary contact--(626) 795-8400

3. **Location** of farm (address)

631 Cypress Ave

Pasadena, CA 91103 (Distance from UCLA: 25 miles)

4. **Primary products**

Salad mixes/greens, fruits like citrus, peaches, & apple, herbs like basil & rosemary, honey, eggs, tomatoes, squash, cucumber, eggplant, and pepper

5. **Peak season** for each "primary product"

Salad/greens- Jan- Jun

All year for citrus, apple, peaches, honey, herbs, and eggs

Summer- Tomatoes, squash, cucumber, eggplant, and pepper

6. **"Street price"** for each primary product wholesale

Salads mixes-

- 3 sizes
- -4 ounces \$5

-1/2 lb. \$10

-1 lb. \$15

Fruits typically \$3 per lb.

Herbs- \$2 per bunch

Honey- \$10 per pound

Eggs-\$4 for dozen chicken or \$10 for dozen duck eggs

Tomatoes- \$6 per lb.

Squash & cucumber- \$2 per lb.

Pepper & Eggplant- \$3 per lb.

7. Do they **process** their food? Into preserves, so yes

8. If not, where do they send their food to get processed? They do it themselves in their own

kitchen

9. Primary contact phone number and address of processing company N/A

10. **USDA Organic** Certified? No, but they have been operating for 25 years and they are technically organic but just have not paid for the certification.

11. If not, why not? Money

12. **How much** of each primary product do they produce each season? (can be in lbs. or numerical quantity)

Run on 1/10 of an acre and produce about 7,000 lbs of produce in (total 3900 sq. feet)
(approx. 1,000 lb. of tomatoes, couple thousand eggs)

Naturally Urban

1. **Primary contact**-- Shannon Schermerhorn

2. **Phone number** of primary contact- (562)867-9604

3. **Location** of farm (address)

10353 Trabuco Street

Bellflower, CA 90706 (Distance from UCLA: 30 miles)

4. **Primary products**

bread/ raw desserts, apricots, avocados, figs, lemons, peaches, watermelon, eggs, sprouts

5. **Peak season** for each "primary product"

bread/ raw desserts(all year), apricots (Spring & summer), avocados (spring & summer), figs (spring & summer), lemons (all year), peaches (spring & summer), watermelon (summer & fall), eggs(all year), sprouts (all year)

6. **"Street price"** for each primary product wholesale

bread-\$4-\$8/ loaf (dessert a little more), avocado \$.50/ per lb, whole chicken (organic pasture chicken) \$15-20, eggs \$5.50/dozen

7. Do they **process** their food? Yes, themselves

8. If not, where do they send their food to get processed?

9. Primary contact phone number and address of processing company.

10. **USDA Organic** Certified? No

11. If not, why not? because they believe in community support and don't need government certification, plus its expensive.

12. **How much** of each primary product do they produce each season? (can be in lbs. or numerical quantity)

They have own farm and primarily it goes to to feeding themselves, but are working on expanding. Farm is open 1st & 2nd Sat in April for visitors. On 1/4 of an acre

Smit Orchards

1. **Primary contact** (858) 643-1104

2. **Phone number** of primary contact info@smitorchards.com

3. **Location** of farm (address) 60 acres of farm at Linden, CA (346 miles from UCLA)

4 & 5. **Primary products & peak seasons:** 68 acres of apples (picked from Aug-Dec, supply would last till May) & 30 acres of stonefruits (summer) & blueberries (mid May to late June) &

grapes (mid-July to Nov)

6. **“Street price”** for each primary product :apples are around \$2/lb at farmers’ market
7. Do they **process** their food?
 - a. They make apple cider. not pasteurized, more cloudy, darker color; packed in 16 oz (\$2), 32 oz
 - b. Has dried-fruit : Fuji Apple Rings and Bing Cherries are all natural—the rest of the dried fruit has sulfur added as a preservative
 - c. nuts: almonds, pistachios and pecans by the pound, 10lb bulk and 25lb wholesale.
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Yes
11. If not, **why not**?
12. **How much** of each primary product do they produce **each season**? (can be in lbs. or numerical quantity):

www.smitorchards.com

its marketing company is California Fruit Company, office address 8385 Miramar Mall Rd #110, San Diego CA 92121, admin@californiafruit.com ; they do wholesales
California Fruit Company is also owned by the Smit family. It delivers assorted fruit box (conventional - \$54 for 25lb, organic - \$74 for 25lb); it has already provided fruit boxes to companies; I think it not only provides the fruits from Smit Orchards but also other farms. It also offers cherries, apricot, persimmons, mango besides the ones grown from Smit Orchards.

Sweet Tree Farms

1. **Primary contact** Owner - Annie Florendo,
2. **Phone number** of primary contact :559-473-5787
3. **Location** of farm (address) 40 acres farm in Dinuba, CA (200 miles from UCLA)
4. Primary **products**: citrus and stonefruits
5. **Peak season** for each “primary product”: citrus- winter; stonefruit - summer
6. **“Street price”** for each primary product : citrus - \$2/lb
7. Do they **process** their food? No
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Yes
12. **How much** of each primary product do they produce **each season**? (can be in lbs. or numerical quantity): citrus - 13 acres; stonefruits - 17 acres

Portola Handcrafted Coffee Roasters

1. Primary Contact Owner - Jeff (jeff@portolacoffee.com,)
2. Phone number - (949) 713-7318 ext. 3
3. Roaster is in Irvine (55 miles from UCLA), recently opened a store in Costa Mesa
4. Primary product - roasted coffee bean
5. seasonal - different originis of bean available depend on seasons

6. street price - around \$15-20/lb for single bag sale; wholesale price at least 30% off, but more discount if more volume ordered
7. Do they **process** their food? Yes, They roast the bean.
10. USDA organic certified? Yes, all USDA organic; some bean are certified as rainforest alliance, Fair Trade, or bird friendly. And decaf bean is certified as water-processed (Decaffeination process that is chemical -free.)
11. How much do they produce? Each week, they roast 2000 pounds of beans, and are able to roast more if more demand.

Da-le Ranch

1. **Primary Contact - owner** Dave Heafner
2. **Phone number** - 9516573056
3. **Location** of farm (address) 24895 Baxter Ranch Road Lake Elsinore, CA 92532 (Distance from UCLA: 85 miles) 22 acres, with other locations total to 1200 acres where they raise different animals
4. **Primary products: chickens, beef, pork, lamb, rabbits, turkey, ducks**
5. **Peak season** for each "primary product": year-round
6. **"Street price"** for each primary product : depending on the cuts, processed or not, the whole animal or parts
7. Do they **process** their food? Yes, their meat are USDA inspected.
10. **USDA Organic** Certified? No, but growth-hormones free.
11. If not Why? It costs a lot. It is just a small ranch.They sometimes have to use antibiotics when the animals are so sick that natural cures fail.
12. **How much** of each primary product do they produce **each season**? On average, chicken 30-60 heads/week ; beef 6/mo ; pork 12/mo; rabbits 20/mo ; turkey 16/mo

VR Green Farms

1. **Primary contact** Owner - Nic Romano
2. **Phone number** of primary contact :949-697-0032
3. **Location** of farm (address)
200 Avenida La Pata
San Clemente, CA 92673 (80 miles from UCLA)
4. **Primary products: tomatoes**
5. **Peak season** for each "primary product": July-September
6. **"Street price"** for each primary product : citrus - \$2~4/lb depending on season
7. Do they **process** their food? No
8. If not, **where** do they send their food to get processed? N/A
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? No
11. Why? Because the process is long, and the whole categorization (USDA certified, registered or certified natural) is quite confusing, and he believes that it doesn't require certification to bring in good stuff.
12. **How much** of each primary product do they produce **each season**? 6000 lbs of tomatoes

“Farmer Mike”

- **location:** 2-acre farm at Bells Garden (22 miles from UCLA)

-**Information:** Mike (marketing guy for the farm mhalmond@sbc.global.net)

-**Primary Products:** vegetables - carrots, beets, cilantro, lettuce

Not USDA organic, but no pesticide used

Unity Farms

1. Primary contact: Jenessa

2. Phone number: (951)-318-4261 or email jenessa@unityfarm92509.com

3. Location: 4800-B Crestmore Road, Rubidoux CA 92509 (Distance from UCLA: 70 miles)

4. Primary products

Carrots, chai, corn, zucchini, basil, eggplant, honeydew, leek, lettuce, bellpepper, jalapeno pepper, squash, 5 different kinds of tomato

5. Peak season

Late summer/early fall: chai, basil, eggplant, leek, lettuce, bellpepper, jalapeno papper, tomato, zucchini

Late fall/ winter: squash, honeydew, corn, carrots

6. “Street” price

basil--\$2/bunch

cantaloupe--\$2/lb.

carrot--\$1/lb.

chai--\$2/bunch

corn--\$1/lb.

cucumber--\$1.50/lb.

eggplant--\$0.50/each

leek--\$1/each

lettuce--\$1.75/head

bellpepper--\$2/lb.

jalapeno pepper--\$1.75/lb.

squash--\$1.50/lb.

all tomatoes--\$2/lb.

zucchini--\$1.50/lb.

7. Do you process your food?

8. If not, where do you send your foods to get processed?

9. Primary contact and phone number/address of processing co?

10. USDA Organic Certified? Yes

11. If not, why not? (yes)

12. How much of each primary product do you produce each season?

Rutiz Family Farms

1. **Primary contact:** Jerry Rutiz, owner

2. **Phone number** of primary contact: 805-550-2012

3. **Location** of farm

Farm--1075 The Pike, Arroyo Grande, Ca 93420 (Distance from UCLA: 180 miles)
Mailing address--333 Miller Way, Arroyo Grande, Ca 93420

4. **Primary products**

Strawberries, carrots, tomatoes, sweet corn, spinach, salad mix, snap peas, green beans, fennel bulbs, broccoli, berries, cut flowers

5. **Peak season** for each "primary product"

year round production, heaviest harvest period--late spring through late fall

6. **"Street price"** for each primary product

Top 10:

strawberries--\$3/ basket 18,000 pounds

carrots--\$2/ bunch 25,000 pounds

tomatoes--\$2/ pound 3600 pounds

sweet corn--75c/ ear 5,000 pounds

spinach--\$4/ pound 5200 pound

salad mix---\$4/ pound 3000 pounds

snap peas---\$4/ pound 5000 pounds

green beans--\$2/ pound 6000 pounds

fennel bulbs--\$1 each 20000 pounds

broccoli--\$2/ pound 10000 pounds

7. Do you **process** your food? No

8. If not, **where do you send** your food to get processed? no processed products

9. **Primary contact phone number** and address of processing company? N/A

10. **USDA Organic** Certified? No, but we don't use any pesticides/GMO's. We use organic fertilizers

11. If **not, why** not?

We sell our products directly to the end consumer...we invite our customers to tour the farm, where we show them and explain our farming practices...we follow organic growing guidelines....we just have not gone through the certification process.

12. **How much** of each primary product do they produce each season?

See number 6. We grow over 30 different vegetables, strawberries, raspberries, blackberries and cut flowers on 28 acres of farmland. Our gross yearly sales are between \$400,000 and \$450,000.

Adeleida Springs Ranch

1. **Primary contact**—Laird Foshay

2. **Phone number** of primary contact--805.674.923

3. **Location** of farm (address) 10425 Klau Mine Rd. Paso Robles, Ca 93446 (Distance from UCLA: 200 miles)

4. **Primary products:** Beef cuts, ground beef, wine

5. **Peak season** for each "primary product": year round

6. **"Street price"** for each primary product: \$8/lb, and 20% off for club members (meaning you buy 2 25-lb shipments per year)

7. Do they **process** their food? Yes

8. If not, **where** do they send their food to get processed? They take care of it

9. Primary contact **phone number** and **address** of processing company N/A
10. **USDA Organic** Certified? Not certified, but they do everything by USDA guidelines
11. If not, **why not?** They just started their business, don't feel it's important because they do everything by USDA guidelines anyway and customers come to them regardless because they know it's quality and sustainable.
12. **How much** of each primary product do they produce **each season?** 4000 lbs. per year. Plan to make it 40,000 lbs. per year by 2015

GMB Specialty Foods

1. **Primary contact**—
2. **Phone number** of primary contact—949.240.3053
3. **Location** of farm (address)-San Juan Capistrano, CA 92693-0962
(Distance from UCLA: 70 miles)
4. Primary **products:** Dressing, Marinades, Mustards, BBQ, dry rubs, salsa, chocolate, spices, oils, Garlic, and other condiments.
5. **Peak season** for each "primary product": year round
6. **"Street price"** for each primary product: See website!
7. Do they **process** their food? Yes
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Most items
11. If not, **why not?**
12. **How much** of each primary product do they produce **each season?** thousands of bottles of condiments and sauces annually.

Tierra Miguel Foundation (a collection of large farms)

Arnett Farms

1. **Primary contact**—, Jonathon Reinbold
2. **Phone number** of primary contact—(760) 742-4213
3. **Location** of farm (address)-14910 Pauma Valley Drive, Pauma Valley, CA (Distance from UCLA: 120 miles)
4. Primary **products:** Vegetables, fruits, herbs, eggs, rosemary, onions, garlic, Mizuna, Tatsoi, cilantro, arugula, tomato, squash, cabbage, carrots, okra, oranges, potatoes, etc. SEASONAL.
5. **Peak season** for each "primary product": Right now: herbs, oranges, garlic, onion, potato
6. **"Street price"** for each primary product: Varies, usually around 10-50 cents/lb more than grocer prices.
7. Do they **process** their food? Yes, and other local organic farms as well to incorporate in their CSA box.
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Certified for 15 years.
11. If not, **why not?**
12. **How much** of each primary product do they produce **each season?** They have over 80 acres and produces hundreds of lbs every season sometimes more(depending on the product).

Cal Poly Pomona Farm

1. **Primary contact** (purchasing person, sales director, owner...whoever's in charge of selling) dan hostetler
2. **Phone number** of primary contact: 909-869-2214
3. **Location** of farm (address): Cal Poly Pomona Farmstore: 4102 S. University Drive Pomona, CA 91768 (Distance from UCLA: 45 miles), also have farms in Chino and Ventura.
4. Primary **products**: **citrus, pomellos, mandarins, lettuce, turnips, carrots, carrots (Currently), vast varieties over year, corn, greens, beans, dragon fruit, etc.**
5. **Peak season** for each "primary product": citrus and lettuce, but a lot of others
6. "**Street price**" for each primary product: cheaper than grocer, bring in stuff to la comparable prices, navals .49 cents, pomello 1.50, lettuce 1\$ romaine red and green leaf.

Turnips \$1.00 ea
Cauliflower \$0.99/lb
Navel Oranges \$0.49/lb 5 lb bag \$2.25 10 lb bag \$4.50
Carrots \$1.00/bunch
Broccoli \$0.99/lb
Oro Blancos 2/\$1.00
Pomelos \$1.50 ea
Frua 2/\$1.00
Romaine, Red Leaf, Green Leaf Lettuce \$1.00 ea
Beets \$1.00/bunch
Satsuma Mandarins \$0.99/lb, 10 lb box \$8.50
Many Varieties of Avocados prices vary
CPP Fresh Orange Juice 1/2 gallon \$4.59

7. Do they **process** their food? Done on campus
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Non- organic, 1400 acres, fertilize around but not on it, farm in ventura and chino, ran by agricultural dept

South Central Farmer's Co-Op

1. **Primary contact** Sarah Nolan

2. **Phone number** of primary contact (1-800-249-5240)
3. **Location** of farm (address) Mailing: 1702 E. 41st, Los Angeles, CA 90058; Farm is in Bakersfield, Ca. (Distance from UCLA: 50 miles)
4. Primary **products**:
Summer--beets, carrots, collards, cucumber, corn, eggplant, beans, peppers, herbs, kale, tomatoes, melons.
Winter--beets, broccoli, lots of greens!, cauliflower, lettuces(all different kinds), spinach, herbs(all season).
5. **Peak season** for each "primary product"- See (4)
6. "**Street price**" for each primary product wholesale to Whole Foods and Gelson's, don't sell from building in culver city, retail: Vague, just gave numbers of CSA prices, they sell to everyone for wholesale. Around 2\$/pound for their assorted boxes but varies, i.e. squash and melons are a bit cheaper in season.
7. Do they **process** their food? Yes
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? Yes, CCOF & CAFF
11. If not, **why not**?
12. **How much** of each primary product do they produce **each season**?
100's of lbs of lettuces, kale, squash, and melons(However, must accommodate CSA members first and foremost)

Lindy & Grundy Organic Butcher Shop

1. **Primary contact**: Amelia Posada
2. **Phone number** of primary contact (323)951-0804
3. **Location** of farm (address) They own a butchershop in Los Angeles at 801 N. Fairfax Ave, Los Angeles, CA (Distance from UCLA: 6 miles) but buy all of their meat from small, antibiotic/hormone free, local ranchers, no farther than 150 miles away
4. Primary **products**: Their primary products are Beef, Pork, Sheep/Goats, Rabbits, Small Poultry, Large Poultry, but they also offer milk, cheese, spice rubs, house made bacon, house made sausage
5. **Peak season** for each "primary product"- Year-round
6. "**Street price**- It's going to be somewhere around 15% more per pound of meat than leading retailer stores due to the additional costs of raising the livestock humanely and sustainably. Exact prices are unavailable as the store has yet to open(later this month)
7. Do they **process** their food? Yes
8. If not, **where** do they send their food to get processed?
9. Primary contact **phone number** and **address** of processing company
10. **USDA Organic** Certified? The butcher shop carries only pastured meats from animals raised on small, local, sustainable ranches. The animals have never been given antibiotics or hormones, and have a strictly vegetarian diet. I.e. Pastured & organic,
11. If not, **why not**?
12. **How much** of each primary product do they produce **each season**? (can be in lbs. or numerical quantity): Just starting up, but orders should become increasingly available once they

get the ball rolling. I.e. they use the whole animal so 100's of lbs can be processed but they are a small shop and it would take