Western’s Relationship With Local Food

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http://lovely-little-things.blogspot.com/2008_03_01_archive.html
• Methodology
• Importance of Local Food/Significance to WWU
• What is a Farmer’s Market?
• Case Studies
• Survey Data
• CSA box/How it Benefits WWU
• Future Works
• Conclusion
Methodology

- Farmers Market
- Meetings
- Research
- Surveys
- CSA pilot program

http://www.erikhenne.com/temp.htm
Importance of Local Food

- Nutrition
- Local economy
- Seasonal
- Distance
- Seed to plate
- Small, local farms vs Large, factory farms

http://www.joesgardens.com/Welcome.html
Significance to Western
What is a Farmers Market

- Local goods
- Fresh produce
- Community connection

Case Study: UC Davis

• Started in 2007
• Awareness and Education
• Smaller satellite market
• More nutritional food options for student population

http://sustainability.ucdavis.edu/topics/food/news.html
San Francisco State


http://www.flickr.com/photos/asi_sfsu/with/2546819344/
Case Study: Bellingham Farmer’s Market

- Started by two Western students
- Runs from April to October
- WWU’s farmer’s market a satellite market
Survey Data

With the help of...
Gene Myers
Mardi Solomon
Seth Vidana

Gathered data from over 400 WWU students and faculty
What is your level of interest in learning about where your food comes from and the environmental impact of how we get our food?

- I am very interested in where my food comes from and it's impact
- I am slightly interested
- I am not really interested in this information
In concern to buying local food, which statements here do you agree with? Check all that apply.

- I buy my food based on cost (whatever is cheaper, local or not)
- Cost is a secondary concern to whether food is local
- I would buy and eat more local food if it was more convenient
- I would probably not buy more local food even if it was more convenient.
What is a CSA box?

- Community Supported Agriculture
- Pre-ordered and pre-paid
- From several local farmers

http://onesmartbrownie.blogspot.com/2010_02_01_archive.html

http://www.growingwashington.org/clayton_burrows.php
How will this benefit WWU?

• Supports local farmers
• More access to local foods
• Reducing carbon footprint
• Involved with the community

If you were offered the opportunity to purchase a CSA box (community supported agriculture) which includes 10-15 locally grown produce items delivered once a week on Western’s campus, how much would you be willing to pay?
Starving Students and Staff CSA box option
~ 25% discount
~ Week by week

Eventually....

Farmer’s Market on Campus

Conclusion

- Accessible local food to students and staff of WWU
- Farmer’s Market on campus
- CSA Box pick-up site
Vendor’s Row
Tuesday December 7, 2010
12pm to 2pm
Reserve your CSA box by Friday December 3, 2010
Contact: Cailen McDevitt
(206) 669-1565
$20 check made out to Clayton Burrows
Gene Meyers  
Professor of Environmental Education at WWU

Caprice Teske  
Director of Bellingham Farmers Market  
(360) 647-2060

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