

**1. PROJECT TITLE: Real Food Challenge WWU Campus Intensive**

**2. PROJECT TAGLINE:** Western’s Students for Sustainable Food club will be hosting a campus intensive for Western students in which we have also invited students from various universities from the Pacific Northwest in a workshop style environment in order to collaborate on the Real Food Challenge implementation at our respective universities.

**3. TEAM INFORMATION**

*Project Advisor Information (Faculty or Staff) : Kate Darby*

*Project Lead: Madison Boock and Rosa Rice-Pelepko*

<b>Name</b>	<b>Department/School</b> Students also provide major/minor	<b>Position</b> Faculty/staff/ student. Students provide expected quarter/year of graduation	<b>Phone Number</b>	<b>Email</b>	<b>W#</b>
<i>Project Advisor:</i>	Kate Darby - Huxley	Faculty of the ENVS department	(360) 650-6133	kate.darby@wwu.edu	N/A
<i>Project Lead:</i>	Rosa Rice-Pelepko - Huxley	Student S 2018	206-229-8769	rosarp02@gmail.com	W01199587
<i>Project Lead:</i>	Madison Boock	Student S 2020	541-760-5557	boockm@wwu.edu	W01281510
<i>Project Member:</i>	Emma Bigongiari - Fairhaven	Student S 2019	360-771-1952	emmabigongiari@gmail.com	W01193781

**4. PROJECT DETAILS**

a. Describe your proposed project.

The Real Food Challenge Campus Intensive will be a training for Real Food Challenge students at Western. We are inviting guest students from various Pacific Northwest universities, including Evergreen College, Gonzaga University, and University of Washington. This gathering will include four workshop discussion topics that address the necessity and benefits of sustainable food at the campus and national level, techniques of implementation and strategies with transitioning leadership and responsibilities, and national food movement urgency during the present executive administration. We will be providing meals and venue space, as well as campus intensive fee to the Real Food Challenge West Regional Coordinator. We will not be paying the travel costs or lodging for the visiting students.

b. What are the goals and desired outcomes of your project?

The Real Food Challenge WWU Campus Intensive will be a space for student leaders at WWU to learn more about the food justice movement, and implementation tactics of the Real Food Challenge. It will serve to connect Real Food Challenge organizers from various universities in the Pacific Northwest in order to discuss and share valuable knowledge about implementation strategies on our respective campuses. This event will stimulate conversation and connections between passionate students with like interests and involvement. This training is a major step in the process of developing a Multi-Year Action Plan and eventually identifying product shifts and areas in need of improvement. Sharing information and ideas in a collective, interactive, and intimate manner (as we will be doing at the campus intensive) is essential because people collaborating are typically more effective than individual efforts. Implementation of the Real Food standards on Western’s campus will be significantly beneficial to our sustainable image and green commitment as the percentage of

ethical, local, humane, and ecologically-sound food will increase to 25% by 2020. This campus intensive will include trainings that will enable students to engage in more effective implementation strategies within our Food Systems Working Group and Real Food Challenge at Western Washington. It will also serve as training for students that are preparing to put on a Food Awareness Evening in May, who will host workshops and speakers for all Western students to attend.

The students attending the campus intensive from Western Washington University will be a collection of interested and willing participants from several different clubs and organizations. The goal is that bringing together people with interests in the Real Food Challenge will create a foundational base for future activism, student engagement, and implementation. We hope that sparking involvement from an array of sources will form an alliance of sorts across the network of student clubs, strengthening the support and thus the impact of the Real Food Challenge.

The Real Food Challenge is a grassroots organization that continuously works to support student campaigns and university implementations all over the country. Real Food Challenge relies on campus visits and intensive fees, as well as grassroots donations, to keep the organization running and able to provide such thorough support to students. Funding from campus intensives and workshops, such as ours, is crucial in continuing their work.

c. Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how.

As part of the University's Mission Statement and Strategic Plan to serve as a model for institutional effectiveness, innovation, diversity and sustainability, we want to hold the university accountable and move towards a more just and sustainable food system. This project ties into the University's Real Food Campus Commitment signed by Bruce Sheppard in 2016, to reach 25% Real Food by 2020. These goals also are consistent with the goals outlined in the Sustainability Action Plan. Sustainable food is an integral part in the greater movement towards environmental sustainability. Transitioning to local, ethical, ecologically-sound, and humane real food (the standards of the Real Food Challenge) will contribute significantly to the impact of the university as a whole in a multitude of ways.

Having Western Washington University fully implement the goals outlined in the Real Food Campus Commitment will require significant work. Providing external pressure to make product shifts and follow guidelines will require student involvement and engagement, an extremely crucial aspect of Western's progressive community. Student involvement is something we are very proud of at our university and the Real Food Challenge, especially our project, will increase this involvement throughout our club and student community. A tenet of the Real Food Challenge Commitment is continued student leadership opportunity, highlighted in the Student Involvement portion of the Real Food Campus Commitment as follows: "The Real Food Campus Commitment has been designed to engage a wide variety of stakeholders at the decision-making table while also providing a forum for continued student leadership in campus food systems change. Students' active participation is critical to the successful implementation of the Commitment. Students are uniquely positioned to educate the campus community about real food and to rally support around new campus initiatives." Student leadership must be continuously valued at WWU for implementation phases to be a success.

Our project also ties into sustainability goals because the definition of sustainability is the property of systems to remain viable and productive indefinitely. The Real Food Challenge outlays four standards that need to be met for food items to be considered "real". All of these standards tie directly into sustainability, whether it is biological and environmental sustainability, community sustainability, or economic sustainability. Implementing the Real Food Challenge on our campus would make a tremendous difference. Even just increasing our percentage of real food to 25% would drastically impact our campus, local, and state communities in positive ways by supporting local farms and businesses, reducing the cost (financial and environmental) of transportation, and providing healthier options in our dining halls. Food is an incredibly important aspect of our environmental impact on the earth and specific ecosystems.

The Real Food Challenge workshop value each of the tenets of sustainability. We will be training organizers to recognize the social impact of a fair food system and to stand with marginalized communities and those most affected by the corruption of the corporate food system. The Calculator training will train students on the ecological impacts of food, and how to prioritize environmentally sustainable purchases. And lastly, the training will instruct students in the consideration of viable economic purchases while meeting the two other tenets of sustainability listed above.

d. Provide a chronological timeline listing the steps and tasks it will take to implement this project. Insert additional rows as necessary.

Step/Task	Completed by who	Estimated Completion Date
Venue	emma	March 2
Agenda and Program Development	Rosa, Madison, & Emma in collaboration with RFC staff & leaders.	March 3
Recruitment/Attendance	Rosa and Madison	March 17
Meals and Food	Tristan Sokol	March 31

e. How will the success of the project be measured? Describe the quantitative and/or qualitative sustainability metrics you will use to measure the success of your project.

We will be able to measure the success of our project based off of the new organizing skills and tactics obtained through the workshops our student members attend and the relationships formed with other student leaders in the Real Food Challenge movement. Movement building requires collaboration and the forming of relationships within and across communities.

We will issue a survey to attendees following this event. Using this survey, we will be able to measure a student's level of engagement with this process and to identify strengths and weaknesses of the campus intensive.

Our project is unique that we will be unable, to a certain extent, to measure quantifiable success because this campus intensive relies primarily on qualitative interactions, such as building foundational relationships and discussing and sharing information. Therefore, we cannot provide numbers that will tell you whether or not our project was successful. But, we can measure it in a different way. The Real Food Challenge West campus' intensive purpose is ultimately to resolve our individual and collective commitments to pushing the university's official Real Food Challenge commitment forward. As we, Students for Sustainable Food and involved students, as well as the Food Systems Working Group, progress into more detailed project steps - education outreach and community engagement, formation of the Multi-Year Action Plan, and product shifts - we can determine, in retrospect, how influential and beneficial our campus intensive was.

Taking all that into consideration, we expect this campus intensive and the workshops that will be held within it, to be largely successful. The Real Food Challenge organization holds a retreat annually, with different universities hosting every year. This year, due to capacity, the West Regional Coordinator was unable to host a retreat. WWU and Gonzaga student leaders continuously asked about a retreat, and hoping that we could get something together. Funding for campus intensives is usually funded by the students who arrange the campus intensive. Retreats are generally paid for by the student attendees. Because we are mixing the campus visit with retreat style, by inviting other students from different schools, we are mixing the funding sources. We will be paying for most of the campus intensive training costs, and Gonzaga students will be paying fees to cover their lodging, and meals.

Testimonies conclude that these retreats and trainings have a significant impact on the students who attend; these students gain communication skills, learn implementation strategies, and become part of a community that is larger than just their campus group. Many Students for Sustainable Food members have attended retreats, over the years. Without the consistency of these opportunities, the WWU Real Food Challenge Campaign would have faltered in membership and ultimately failed, and we would not be in the *current* implementation phase as we are in now. One of the most effective ways to learn is to immerse one's self in a community where they are able to do so, and this campus intensive hosts a perfect opportunity. A day-long stimulating environment will engage students in a fun, interactive atmosphere while simultaneously teaching them key skills that will ultimately shape the implementation of the Real Food Challenge at Western. Building new leaders and leadership transition is also an incredibly important feature of student power movements. With the high turnover rate of student leadership, it is easy for campaigns, or even implementation processes, to fall by the wayside if there is not a vigilant student base holding the university accountable to its commitments.

f. Describe your project's education, publicity and outreach plan here. Then complete the table below outlining the proposed results of your education, publicity and outreach efforts. Insert additional rows as necessary.

The following clubs and organizations are recognized as potential attendees to come to the Real Food Challenge WWU Campus Intensive. Some of them are key stakeholders in the Real Food Challenge implementation process. Many of these

groups have a history and culture of valuing food justice, student movements, sustainability, and racial justice. Invitations will be presented to these groups to have one or two representatives participate in the WWU Campus Intensive.

Eco Reps
MEChA
ESP
Students for the Salish Sea
Students Against Mass Incarceration
FSWG Students
Students for Renewable Energy
Eating with Heart
Students for Farmworker Justice
Students for Anti-Racist Action
Blue Group
Animal Rights Club
WWU Unitarian universalist group
WWU students for farmworkers justice
Acts of Kindness Club
Socialist Alternative
African Caribbean Club
Blue Group
Black Student Union
Chinese Student Association
Alpha Kappa Psi
Filipino-American Student Association
Aquaponics Club
Western Students against Violence
WWU Oceanic Student Association
Japanese Student Association
Movimiento Estudiantil Chicano de Aztlán
Khmer Student Association
WWU circle k club
WWU Nerdfighters
Western Washington University pagans
Student Labor Action Project of WWU
Korean Student Association
Latino Student Union

Mixed Identity Student Organization
Cascadia Climbers
Association for Women in Science
Bellingham Perspective
Chabad Jewish Student Organization
Changemakers Club
Native American Student Union
Queer People of Color
South Asian Student Association
Vietnamese Student Association
Western Hmong Student Association
Anthro Club
Collegiate DECA
Council of Supply Chain Management Professionals
Eco Reps
MEChA
ESP
Students for the Salish Sea
Students Against Mass Incarceration

Email Template:

Hello,

We are members of Students for Sustainable Food and we are reaching out to share an exciting opportunity for your club to become involved with the Real Food Challenge. The Real Food Challenge is a collective student effort with the intention for transition to local/community-based, humane, fair, and ecologically-sound food into dining systems at campuses across the nation.

On April 1-2, Students for Sustainable Food will be hosting the [Real Food Challenge](#) Campus Intensive to host student organizers from various universities in order to share organizational and implementation strategies, as well as discuss the importance of real and sustainable food. We would like to create connections within the Western community to build power among other interested clubs and students in support of the Real Food Challenge on our campus. So that's where you come in! If you, or members of your respective clubs, are interested in becoming involved and learning more about the RFC and student power in our food system, please shoot us back an email! We can come visit a club meeting and give a short presentation about the Real Food Challenge and what we do, or we can simply send you a link to our google form application.

Workshops will include information on the corporate food system and how it relates to labor, agriculture, health, and the environment.

If you have any questions let us know and we will get back to you as soon as possible. Hope you hear from ya'll soon!

Education, outreach, publicity effort	Who will make this happen?	How will this effort be implemented?	Who is the intended audience?	Frequency of implementation. One-time/daily/weekly?
Invitational emails and optional presentations to interested campus clubs and organizations (list and email draft included on page 4).	Madison, Rosa, and Bella.	Contacting select clubs/organizations and scheduling meetings that we can present at in the following month.	Clubs and student members with similar values as SSF.	Just one presentation/announcement at each club.
Google form signup and application.	Bella, SSF Real Food Now team member.	Email communication.	Other campus attendees and Western Student Attendees	

## 5. PROJECT STAKEHOLDERS

a. How will your project involve students? How many students, or what percentage of the student body, will be affected by the project?

Having student representation in implementation of university-wide practices is critical for student engagement. Our campus intensive is composed of a majority of Western students, with 12 guests from non-Western Schools. Approximately 15-18 Western students will engage directly with the Real Food Challenge West WWU Campus Intensive. The outcome of this project will affect all Western students because each student is connected to the campus dining system. The opportunity for more students to engage at a deeper level with the RFC will make for a stronger core student base, expanding our capacity to reach out to more students who are affected by the dining system. We cannot practically interact on a personal level with each Western student. By building our core base, and bringing new leaders up in Real Food Challenge organizing, we will be able to continue to outreach to more and more students on campus.

We plan to have 1-2 representatives that attended the campus intensive present at the Food Awareness Evening on May 10th in order to share information learned at the Real Food Challenge WWU Campus Intensive. This event will be put on by the EcoReps, and will consist of community leaders speaking and leading workshops about local food justice. Some of the event team members for the Food Awareness Evening will also be attending the Real Food Challenge Campus Intensive, which will provide them with new organizing skills and knowledge that they can directly apply to the planning of the Food Awareness Evening.

b. If your project involves or requires permission from other organizations, departments, individuals, or stakeholders, list them below. Each stakeholder must provide a signature of approval for this project. Insert additional rows as necessary.

Name	Department or School and Position	Involvement in Project	Stakeholder signature of approval

## 6. BUDGET

a. Provide an itemized list of the budget items required for this project. Include Equipment and Construction Costs, Education Publicity and Outreach Costs, Personnel and Labor Costs, and any other costs. Insert additional rows as

necessary.

Item	Cost per Item	Quantity	Total Request
<ul style="list-style-type: none"> <li>On campus. In the Fairhaven Auditorium or Viking Union TBD. VU room set up fees</li> </ul>	\$100	1	\$100
<p>Real Food Challenge Campus Visit Fee</p> <p><b>Estefanía Narváez, West Regional Coordinator:</b> Estefanía graduated in December 2010 from Trinity University in San Antonio, Texas, which she mobilized to become one of the first Fair Trade Universities in the country. Being born and raised in Ecuador nurtured her lifelong concern for justice. She is an organizer and activist passionate about making real changes to build sustainable food systems, alleviate poverty and hunger, and to let our world breathe some clean air.</p> <ul style="list-style-type: none"> <li>Real Food Challenge Campus Intensive Cost “Honorarium” fee is <b>\$699</b> (as is WWU’s max):             <ul style="list-style-type: none"> <li>The Campus Intensive Real Food Challenge Workshop includes 6-10 hours of training workshops over 2-3 days and one-on-one meetings with student leaders, allies, and administration. The sliding scale range given by the RFC organization is \$1200-\$2000 (see diagram before). Our event is categorized as a Campus Intensive and so therefore we must fall on the sliding scale issued by the Real Food Challenge for events such as these. Here is the general breakdown of that sliding scale:</li> </ul> </li> </ul> <div data-bbox="180 1062 675 1377" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><b>CAMPUS INTENSIVE</b></p> <p>Real Food Challenge Get Real! workshop              + 6-10 hours of training workshops over 2-3 days              + one-on-one meetings with student leaders, allies, and administrators              + class visits, meetings, presentations</p> <hr/> <p>Sliding Scale \$1200-\$2000</p> </div> <p>Other costs besides the “honorarium” fee:</p> <ul style="list-style-type: none"> <li>Includes travel expenses for Estefanía Narváez, estimated to be <b>\$105.28</b></li> <li>(188 miles car usage for travel from Seattle to Western Washington and while at premises for the training.)</li> <li>Labor for content organizing and workshop leadership and oversight; <b>\$780</b> <ul style="list-style-type: none"> <li>During the event: 8 hours on Friday (including meeting with students and admin), 16 hours on Saturday (full day training), and 8 hours on Sunday (action/activity in Bellingham). \$15/hr est. \$480</li> </ul> </li> </ul>	\$1800	1	\$1800

<ul style="list-style-type: none"> <li>○ In preparation: 20 hours including content drafting, recruitment, and practice/rehearsals, logistics, check ins, arrangements for Sunday activity (time spread out for a month) - \$15/hr est. \$300</li> </ul> <p>Additional <b>\$216</b> given as comfort room for transportation as well as donation to the RFC organization, which does tremendous work throughout the country with sustainable food integration, implementation, and education.</p>			
<p>Food items: Approximating \$300 per meal for 30 students.</p> <ul style="list-style-type: none"> <li>● Breakfast: ~\$169</li> <li>● Lunch: ~ \$349</li> <li>● Dinner: ~ \$248</li> <li>● Snacks: ~ \$87</li> <li>● Comfort room included in the total request.</li> <li>● Gonzaga paying for approximately 1/3 of the food.</li> <li>● See attached google sheet for a more extensive cost breakdown.</li> </ul>	\$700		\$700
<b>TOTAL REQUEST</b>			<b>\$2600</b>

b. If the project is implemented, will there be any ongoing replacement, operational, maintenance or renewal costs? If yes, has a source of funds been identified to cover those costs?

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No, this project will be a one-time event.

c. Matching Funds. List pending, approved, and denied applications for funding from other sources. List amounts requested from those sources.

### Agenda for the Real Food Challenge West Retreat

Friday

- Other university students arrive Friday night.

Saturday

- 8 am BREAKFAST
- 9 am grounding exercise
- 9:30 am workshop block #1
  - This workshop block will focus on the role of the Food Systems Working Group and student groups with the process of the Real Food Challenge, including discussion of the importance of the Food Systems Working Group while also balancing the necessity for student groups to hold it accountable with a sense of urgency. We will analyze the RFC Calculator: how it defines the standards, sorts and highlights products, and comes to the conclusive percentage. Then we will engage in a discussion about products shifts such as what we should start with, what should we look for, what is most important, and how to officially reach out with alternative businesses and/or farmers and make the transition; what are the best

practices for commitment implementation? Are there certain strategies that work best when communicating with potential product suppliers?

- 11:00 am break
- 11:30 am workshop block #2
  - Coupled with product shifts, how will our respective student groups address student leadership transitions and responsibility in the coming years as the leaders now graduate? We will share our thoughts on this and perhaps outline steps the student groups can take presently to ensure representation in the coming years. Other topics that should be addressed during this time include the role of individual student groups and the FSWG after 2020 (for Western specifically because that is the deadline for the 25% real food transition) and education, the latter being very important to continuation and success of the Real Food Challenge.
- 1 pm LUNCH
- 2:30 pm workshop block #3
  - Presently, food justice and sustainability is under threat due to the current administration and its subsequent executive appointments. To start off this workshop we will note and comment on which government website pages and regulations, specifically the ones related to food, have been taken down since President Trump entered the White House. From there we will discuss the broad and significant topics of health, labor, agriculture, and the environment from a food-oriented perspective. This workshop will provide a lot of opportunities for personal discussions as well as connecting our individual experiences with the greater system of food. These four topics are incredibly important to consider as we proceed forward in the Real Food Challenge campaign as they weave the values of our community together.
- 4 pm open space
- 5:30 workshop block #4
  - There are several topics still under consideration for which will ultimately be chosen for this final workshop block. Among those is: the importance of caucusing, the power of individual choices, sharing the history of each university signing onto the RFC campus commitment, and looking into the possibility of self-operation of dining halls.
- 7 pm DINNER
- 8:30 pm closing & next steps

Sunday

- Other university students leave mid-day.