

Willamette Farm and Food Coalition

Projects for UO Food Studies class: Food Systems from the Ground Up

Mission

The Willamette Farm and Food Coalition (WFFC) facilitates and supports the development of a secure and sustainable food system in Lane County.

Vision

We envision a secure and sustainable food system as one in which our farms and food businesses are ecologically and economically viable, our agricultural lands are supporting a much larger percentage of Lane County's food needs, and all members of our community have access to fresh local foods.

We believe that a strong local food system contributes to the integral health of our entire community and we work to facilitate greater understanding of the social, economic and environmental impacts of our food choices. WFFC accomplishes its mission through advocacy, education and outreach, and in serving as a network for local farmers, food processors, and consumers at all levels (individuals, businesses, and institutions).

WFFC promotes the purchase of locally grown and produced foods to keep valuable agricultural land in production, to ensure the economic viability of farms, to benefit public and environmental health, and to strengthen our local economy.

Student teams are needed to assist the following programs/projects, for 8-10 hours per person:

- Farm to School Program & Alliance for Healthy Families – *Healthy School Food Summit*
- Buy Local Campaign: *Can We Feed Ourselves?*
- Food & Climate Change: *Cool Foods Campaign*
- Consumer surveys for WFFC strategic planning prep
- Fill Your Pantry event, Sunday, November 16
- Brands to Look for app

Office

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Phone: (541) 341-1216

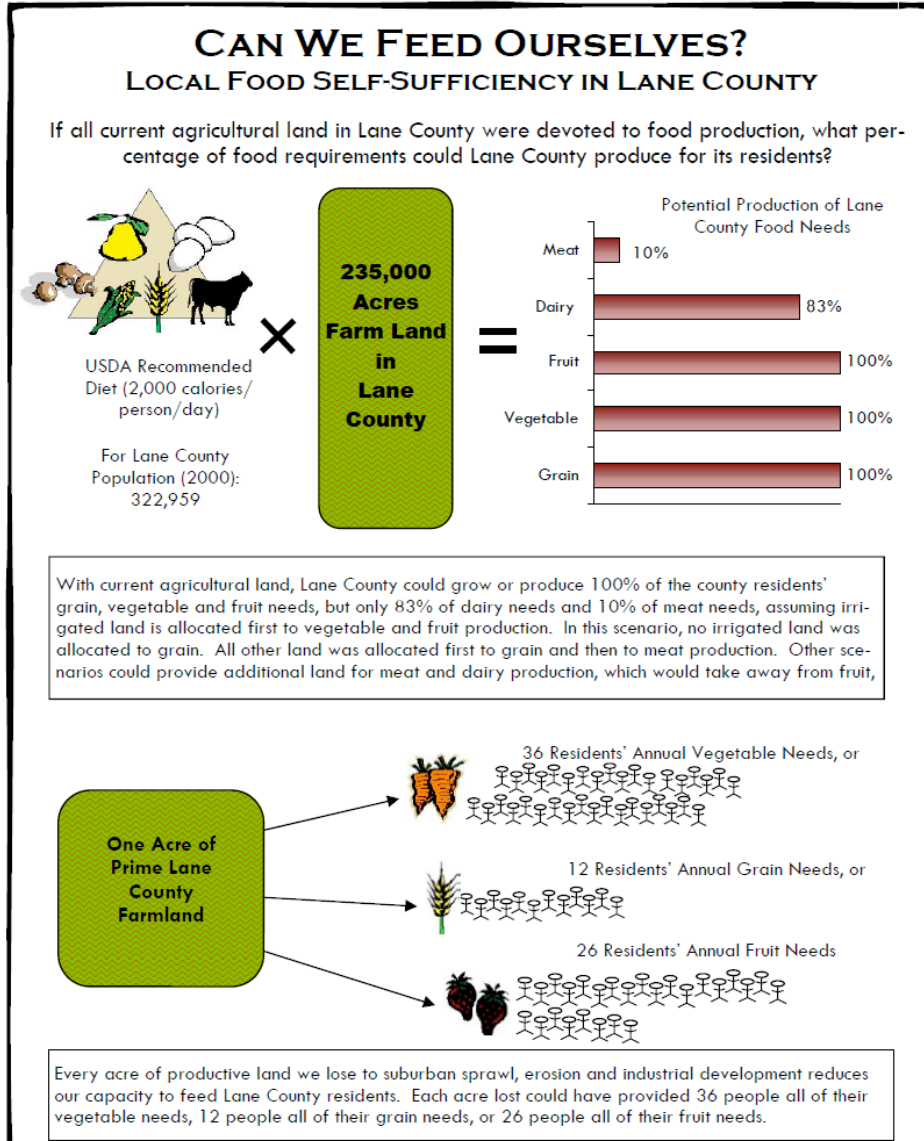
Website: lanefood.org

Email: info@lanefood.org

1) Can We Feed Ourselves? (2-5 students)

Background:

In 2000, a WFFC board member did a rough calculation of our food self-sufficiency in Lane County.



Project: Update this information for 2014! We give you direction in terms of finding the updated raw data, you research, run some calculations and make a new infographic.

Timeline: Fall term

Preferred Skills: passion for local food systems, strong research and analytical skills, graphic design skills helpful for creating final infographic

Contact: Lynne Fessenden, Executive Director, (541) 246-1611, Lynne@lanefood.org

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2. Food and Climate Change: Cool Foods Campaign (2-5 students)

Background: Climate Change is such an enormous and unprecedented problem that it may seem like our individual efforts can't possibly make a difference. But, they do, especially on the food front. The Center for Food Safety's Cool Foods Campaign draws attention to what we eat and how our diet choices can actually play a starring role in climate solutions.

Project: Review the Cool Foods Campaign and the 5 Cool Foods Principles. Come up with innovative ways for WFFC to get this message out to our local community and university students. Messaging/Images/Venues

centerforfoodsafety.org

1. Eat fresh, unprocessed foods
2. Buy local and in-season
3. Choose organic foods
4. Eliminate industrial meat and dairy consumption and opt instead for pasture-raised products
5. Plan ahead to prevent food waste

Timeline: Fall Term

Preferred skills or interests: passion for climate change issues, research skills, good writing skills, public relations, communications, marketing, community outreach

Contact: Lynne Fessenden, Executive Director, (541) 246-1611, lynne@lanefood.org

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3. Consumer surveys in preparation for WFFC's strategic planning process (2-5 students)

Background: WFFC will begin a strategic planning process in December for our next 3-year plan. We are currently gathering information from partners and constituents to inform our visioning process.

Project: Design and implement two online surveys, one for household consumers, one for institutional food buyers. Review previous surveys, meet with WFFC board members and staff to get input on questions, implement surveys and summarize responses. Some survey questions may need to be asked over the phone.

Timeline: Fall term

Preferred Skills: passion for local food, familiarity with survey design, familiarity with survey software (survey monkey or ??), comfortable talking with people on the phone (as a few surveys may need to be conducted over the phone), good at summarizing information

Contact: Lynne Fessenden, Executive Director, (541) 246-1611, Lynne@lanefood.org

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Teams #4 and 5 Healthy Food in Schools Summit (10 students)

Background: Farm to School and School Garden Education programs help students develop healthy food habits. These programs are implemented locally by Willamette Farm and Food Coalition and the School Garden Project but the programs need additional investments in order to achieve the desired health outcomes across our county and state. The Willamette Farm and Food Coalition is a member of the Alliance for Healthy Families which has partnered with Lane County Public Health to build understanding of and support for farm-to-school and school garden education programs within our state legislative delegation and other local leaders; to increase their understanding of the value that these programs and other policies serve in improving children's health. We are hosting three site visits within local school districts for local and state policy makers featuring school garden and farm to school programming. The project culminates with a Healthy School Food Summit for site visit participants and others designed to identify recommended actions and next steps for supporting and enhancing these programs at the state level. The goals of the project are to:

- Introduce local and state policy makers to the implementation of two key, complementary health and education interventions: farm to school and school garden education.
- Provide information about additional health policy options (i.e. managing junk food marketing in schools) that would form a comprehensive approach to childhood obesity prevention.
- Work with policy makers to build their commitment to these programs and policies and to create a framework for developing a comprehensive, sustainable policy structure that institutionalizes these efforts.

Project: Students are needed to help document the input received at the Healthy School Food Summit on *October 24th (Food Day!)* from 9:00am-1:30pm, (arriving at 8:30 and finished by 2:00) by attending and taking notes during the small group facilitated discussions which will happen during the middle of the day. Students will also have the opportunity to farm to school and school garden sessions in action between now and October 24th.

Skills/interests:

Students should have an interest in the farm to school and school garden movement. Attention to detail and good meeting note taking skills are required for documentation of the meetings

For more information contact:

Megan Kemple, Farm to School Program Director (541) 344-4329 megan@lanefood.org

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Additional volunteer projects:

Design App for *Brands to Look For* (1-2 students)

Background: A student group from last year’s class researched products for our *Brands to Look For* wallet sized pamphlets. These “mini-lists” highlight products found in area grocery stores that contain local ingredients.

Project: We need a tech savvy person to design an app for this information, including a process for easily updating the list.

Timeline: Fall term (maybe winter?)

Preferred Skills: Event logistics, outreach, customer service

Contact: Leisha Wood, Outreach Coordinator, (541) 246-1611, Leisha@lanefood.org

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Fill Your Pantry: Farm Direct Community Bulk Buying Event (multiple volunteers needed)

Background: WFFC will hold its annual Fill Your Pantry event, an opportunity for community members to buy large quantities of staple and storage crop direct from farmers, on Sunday November 16th. Last year, 35 volunteers helped our event run super smoothly. Would you like to join our team?

Timeline: Volunteers needed Saturday Nov 15th (for set up) and Sunday Nov 16th 12-4:00 for the event (plus set up and take down)

Contact: Leisha Wood, Outreach Coordinator, (541) 246-1611, Leisha@lanefood.org

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