

Eat Well Redwood City:

Recommendations for Increasing Public Awareness of Sustainable Food



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Background Information:

Summary of the Link between Food and Climate Change

Purpose

This memo explains the link between food and climate change. We will discuss where fossil fuels are used in the food system, how particularly this applies to California, and suggest some of the benefits of choosing sustainable food.

Definition of Sustainable Food

For every calorie of industrially produced food in the United States, we exhaust an average of 10 calories of fossil fuels.¹ In other words, our current method of producing food takes ten times more energy than it returns to us in terms of food energy. Faced with the world's impending loss of cheap oil, it is important that we move away from a wasteful food system such as this and instead move towards a more sustainable one.

However, defining what sustainable means in terms of food is very complicated. In 1990, the US government defined sustainable agriculture in Public Law 101-624, Title XVI, Subtitle A, Section 1683, as “an integrated system of plant and animal production practices having a site-specific application that will, over the long term, satisfy human food and fiber needs; enhance environmental quality and the natural resource base upon which the agricultural economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole.”² Here, we will define it by addressing each of the considerations one must take into account when determining whether a foodstuff is sustainable. These are whether it is organic, whether it is local, and whether it is “low carbon.”

Organic

Organic food is generally defined as being grown in a crop rotation, using manure as fertilizers. Pests are controlled naturally through predatory insects or weeding. Animal welfare is often important and agricultural chemicals are prohibited.³ As defined by the USDA, “Organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation⁴.”

¹ Michael Pollan, "An Open Letter to the Next Farmer in Chief," *New York Times*, October 12, 2008, New York Edition; Mario Giampietro and David Pimentel, "The Tightening Conflict: Population, Energy Use, and the Ecology of Agriculture" (paper presented at the Negative Population Growth Forum, 1993).

² Kim Carlson, "Sustainable food, defined: What does sustainable agriculture mean, anyway?" *Culinate*, http://www.culinate.com/articles/sift/sustainable_food_defined.

³ BBC, "Organic Food," BBC Bloom, <http://www.bbc.co.uk/bloom/guides/organicfood.shtml>.

⁴ USDA, "Program Overview," National Organic Program, www.ams.usda.gov/AMSv1.0/nop.



Some of the benefits of organic agriculture are:

- increasing variety of farmland wildlife (avoiding animal mono-culture and concentrated animal feeding operations - CAFOs)
- increasing soil quality
- reducing energy use
- reducing carbon emissions
- reducing pesticide and nitrate pollution.⁵

However, organic farming is not always the most sustainable option. For example, meat production, whether it is organic or not, still produces a significant amount of methane, a greenhouse gas about 21 times more potent than carbon dioxide⁶. The method of transportation also affects how sustainable an organic food product may be; shipping by sea or by train is more efficient than air freight or trucking. Thus, if organic food was shipped via plane, it may be no better with respect to greenhouse gas emissions than non-organic food that was shipped by sea.

Local

Defining what “local” means is a matter of debate, but the so-called “100-mile diet” is becoming the popular understanding of this term. Unfortunately, it is entirely unclear whether local food is truly better for the environment. Local farmers may not necessarily be organic and their production efficiencies can be poor. Also, like in organic agriculture, “what you eat matters at least as much as how far it travels.”⁷

Production scales and transportation also play a major role in determining the climate-friendliness of local food. Large scale farms have the benefit from efficiencies of scale, using less energy per pound of food produced since the same machinery can be used to produce a larger quantity of crops. Certain modes of transport, such as trains, are more efficient than trucks at moving freight.⁸ Similarly, farmers who attend farmers markets generally transport their food with trucks that have a much lower fuel efficiency than those used to transport large farms’ produce.⁹ However, the type of food matters as well – food that needs refrigeration may be more efficiently transported by a farmer to a local market.¹⁰

⁵ BBC.

⁶ UNFCCC Secretariat, *Kyoto Protocol to the UN Framework Convention on Climate Change*, Bonn, Germany: UNFCCC Secretariat, 1997.

⁷ Sarah DeWeerd, “Is Local Food Better?” Worldwatch Institute, <http://www.worldwatch.org/node/6064>.

⁸ *Ibid.*

⁹ Sonja Brodt, Gail Feenstra and Thomas Tomich, “White Paper” (paper presented at the The Low-Carbon Diet Initiative: Reducing Energy Use and Greenhouse Gas Emissions in the Food System from a Life Cycle Assessment Perspective symposium, Davis, CA, September 2008).

¹⁰ *Ibid.*



Low Carbon

Low carbon food is in many ways a synthesis of the concerns with organic and local food, but it also adds some constraints. What exactly low carbon food is can be understood in terms of several factors:

- how intensive the method of production was
- the amount of agricultural chemicals used
- the amount of energy used both in production and eventual transport

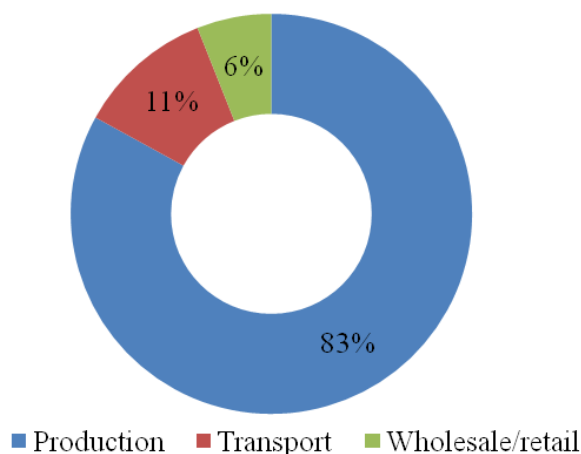
For example, organic red meat from a farm 10 miles away is not a low carbon food. Despite the farm's proximity, the practice of raising animals for meat consumes much more land, water, and energy than growing crops and this overshadows the benefit of the meat being locally produced. A low carbon food might be organic carrots that have been shipped by train from the next state over. By virtue of being grown without agricultural chemicals, organic produce fosters biodiversity and sidesteps the conventional agriculture's pollution pitfalls. The efficient production process can overshadow the fact that the produce is transported and the particular mode of transportation is important to acknowledge as well.¹¹

Avoiding highly processed food is another important part of a low carbon diet as the more manufacturing a food went through, the more energy was likely put into it. Packaging can also make up a significant amount of a food's carbon footprint, and so avoiding overly packaged foods is another part of a low carbon diet.¹² These concerns are lost if one only considers whether food is local or organic.

Sources of Greenhouse Gases in the Food System

After cars, the food system uses more fossil fuel than any other sector of the economy, about 19% of all the carbon dioxide emitted in the United States¹³. Although greenhouse gases are emitted in many parts of the food system, agricultural practices, meat production, food processing, transportation, and waste are the areas most responsible.

Greenhouse Gases in the Food System



¹¹ "Organic and Low Carbon Food Choices," Prevent Climate Change, <http://www.preventclimatechange.co.uk/organic-low-carbon-food-choices.html>.

¹² *Ibid.*

¹³ Pollan.



Agriculture

Agricultural production of plants contributes about 20% of the total energy spent by the food system in the United States. This energy is spent directly as fuel or electricity for operating machinery and equipment, providing lighting on the farm, and heating or cooling buildings. It is spent indirectly through the chemicals and fertilizers produced off the farm for agricultural use.¹⁴ Overall, industrial farms use approximately 5.5 gallons of fossil fuel per acre farmed.

Meat and Dairy production

The U.N. Food and Agricultural Organization estimated that in 2006, “livestock activities contribute an estimated 18 percent to total anthropogenic greenhouse gas emissions.”¹⁵ A 2009 report by the World Watch Institute suggests that livestock activities actually are responsible for about 50 percent of the world’s greenhouse gases.¹⁶ Livestock emissions are primarily in the form of methane, a greenhouse gas with roughly 21 times the warming potential of carbon dioxide. Methane and other greenhouse gases are mainly emitted, indirectly or directly, during these livestock-related activities:

1. land degradation (indirectly)
 - a. 30% of the world’s land is now used by livestock¹⁷
 - b. 70% of former forests in Latin America is now used for pasture¹⁸
2. waste management (directly)
3. livestock respiration (directly) (i.e. burping methane).

Food packaging, processing, and refrigeration

About 23% of the energy used in the food system is attributable to food packaging, processing, and refrigeration, which falls into multiple categories in the graph above.¹⁹ Packaging can have a major impact on a food’s embodied greenhouse gas emissions. For some foods, the packaging alone can make up 25% of its total emissions.²⁰ In Europe, about 25% of grocery stores’ direct emissions can be attributed to refrigerants.²¹

Transportation

Although it contributes only about 11% of the total emissions in the food system, transportation of domestic and imported food annually produces an estimated 240 million tons of CO₂

¹⁴ U.S. Congressional Research Service, *Energy Use in Agriculture: Background and Issues*, RL32677, November 19, 2004, by Randy Schnepf.

¹⁵ “Low Carbon Diet,” Circle of Responsibility,
<http://www.circleofresponsibility.com/page/321/low-carbon-diet.htm>.

¹⁶ Robert Goodland and Jeff Anhang, “Livestock and Climate Change,” *World Watch Magazine*, November/December 2009.

¹⁷ Food and Agriculture Organization, “Livestock a major threat to environment,” *FAO Newsroom*, November 29, 2006.

¹⁸ *Ibid.*

¹⁹ “Fuels and Emissions from Industrial Agriculture,” Food and Water Watch,
<http://www.foodandwaterwatch.org/food/factoryfarms/dairy-and-meat-factories/climate-change/greenhouse-gas-industrial-agriculture>.

²⁰ “Organic and Low Carbon Food Choices.”

²¹ “Low Carbon Diet.”



emissions, or about 4% of the U.S.'s total greenhouse gas emissions.²² On average, food travels 1,750 miles from its origin to the American table. In the U.S., domestic agricultural products cover about 566 billion-ton miles, which makes up 20% of all commodity transportation. For example, transporting a "one-year's supply of out-of-state tomatoes to just one state...uses enough fossil fuel to drive an 18-wheeler around the world 249 times."²³

A More efficient mode of transportation is sea transport, which uses about one-thirteenth of the fuel used by trucks per one ton of weight. Air freight is considerably more damaging to the environment, using about 50 times the amount of fuel used by sea transport.²⁴

Waste

A U.S. federal survey estimated that commercial food establishments throw out about 56 billion pounds of food each year while the average American household discards about 456 pounds of waste annually.²⁵ This massive amount adds up to about 40 to 50 percent of all food purchased and produced in the U.S.²⁶ Food waste contributes to climate change in two major ways:

1. The unnecessary emissions from the production of wasted food
2. Methane emissions from decomposing food in landfills.

According to the EPA, food decomposition in landfills under anaerobic conditions produces the GHG, methane, which is 21 times more potent than carbon dioxide. Food donations and recycling/composting reduce GHG emissions by keeping organic materials out of the landfills.²⁷

California's Food System

California, responsible for approximately 1.4% of the world's greenhouse gas emissions and 6.2% of the U.S.' emissions, will play a major role in climate change mitigation.²⁸

Agriculture, a large part of the California economy, contributes 6% of the state's total greenhouse gas emissions.²⁹ Nitrous oxide, a greenhouse gas with 310 times the warming potential of carbon dioxide, from fertilizers alone is responsible for 2.8% of California's emissions.³⁰

²² Mason Inman, "'Eating Local' Has Little Effect on Warming, Study Says," *National Geographic News*, April 22, 2008, <http://news.nationalgeographic.com/news/2008/04/080422-green-food.html>.

²³ Small Planet and Slow Food On Campus, "Food and Climate Change Fact Sheet: Take Action Now," Table Tents, http://www.smallplanet.org/images/uploads/TableTents_factsheetFINALSEPT25.pdf

²⁴ Goodland and Anhang.

²⁵ "Low Carbon Diet."

²⁶ Vanessa Barrington, "World Hunger: Climate Change, Food Waste and Elegant Solutions," *Ecosalon*, March 18, 2009, <http://www.ecosalon.com/world-hunger-solutions>.

²⁷ U.S. Environmental Protection Agency, "Organic Materials," Wastes, <http://www.epa.gov/epawaste/conserva/materials/organics/index.htm>.

²⁸ "California's Resource for Global Climate Change Information," California Climate Portal, <http://www.climatechange.ca.gov/>.

²⁹ California Air Resources Board, "Agricultural Sector," Scoping Plan, <http://www.arb.ca.gov/cc/scopingplan/agriculture-sp/agriculture-sp.htm>.



Transportation of food is a major issue in California, where about 40% of the state's food is imported.³¹ According to a National Resources Defense Council report, these food imports contribute an estimated 250,000 tons of greenhouse gases every year.³²

California has already made strides in working towards sustainable food choices and features over 400 Certified Farmer's Markets. California also has over 79,000 farms, which, if the population were committed to eating only seasonal produce, could provide more than enough food to support the demand within the state.³³ Choosing local food in California is a feasible option.

Benefits of Sustainable Food Choices

Making more informed decisions about food and climate change can have impacts not only on the environment but also on the health and economic well-being of society.

Environmental Benefits

Clearly, choosing food with low carbon impacts could have enormous benefits for the global fight against climate change. For example in Sweden, a set of guidelines based on both health and greenhouse gas potential, if religiously followed, could reduce the country's greenhouse gas emissions by 20 to 25 percent.³⁴

Changing farming practices can also help reduce carbon emissions. Organic farming, for example, removes about two tons of carbon dioxide per acre of farmland and has almost no nitrous oxide emissions, as it does not use synthetic fertilizers.³⁵

Reducing meat and dairy consumption is among the most effective means of decreasing greenhouse gas emissions from the food system. If every American ate one more meat-free meal per week, it would be equivalent to taking 5 million cars off the roads.³⁶ Methane, the main greenhouse gas associated with livestock production, lasts in the atmosphere for 8 years as compared to 100 years for carbon dioxide.³⁷ Thus, we have an excellent chance to reduce our nation's total greenhouse gas emissions.

³⁰ *Ibid.*

³¹ Adam Starr, "Making California's Organic Farm," Good.Is, March 23, 2009, <http://www.good.is/post/making-california-americas-organic-farm>.

³² NRDC, "Food Miles: How far your food travels has serious consequences on your health," Health Facts, <http://www.farmlandinfo.org/documents/37291/foodmiles.pdf>.

³³ Andrea Hildebrand, "The California Food System in Numbers: A Fact Sheet," The Vivid Picture Project, November 2004.

³⁴ Elizabeth Rosenthal, "To Cut Global Warming, Swedes Study Their Plates," *New York Times*, October 22, 2009, By Degrees Section, New York edition.

³⁵ Timothy LaSalle, "Organic Farming Could Stop Global Climate Change," Treehugger, November, 10, 2009, <http://www.treehugger.com/files/2009/10/organic-farming-could-stop-global-climate-change.php>.

³⁶ "Fighting Global Warming with Food: Low carbon choices for dinner," Environmental Defense Fund, <http://www.edf.org/article.cfm?contentid=6604>.

³⁷ Goodland & Anhang.



Economic Benefits

Buying sustainable food not only has benefits for the earth's climate, but also for the local and global economy. Most of the money farmers earn goes towards seed, animal feed, and fertilizers. Because fertilizers and pesticides are made from fossil fuels, the fluctuation in prices of these commodities affect how much farmers have to pay. According to the USDA, farmers were paying twice as much for fertilizer in 2007 than they were in 2000.³⁸ Therefore, it will soon be economically prudent, as cheap oil runs out, for farmers to stop using fertilizer and seek out more sustainable growing methods. This will further encourage farmers to grow crops organically and thus complete the cycle in moving towards sustainable foods.

"The 'food system' occurs not just on the farm but includes the interactions between varying individuals and institutions with different interests, including farmers, unions, processors, retailers, consumers, and policymakers.³⁹ Because of the increase in international food trade, family-scale farms have experienced increasing economic pressure.⁴⁰ Choosing local foods can help support these local farmers. An average conventional wheat farmer receives about six cents of each dollar spent on a loaf of bread, which is roughly the price of packaging.⁴¹ Farmers who sell their crops at farmer's markets, however, receive approximately eighty to ninety cents for every dollar spent on their food.⁴²

Regional economies can also benefit from consumers' decisions to choose sustainable food. For example, if people in southeastern Minnesota bought a mere 15% of their food from the immediate area, it would generate two-thirds as much income as the farmers receive from subsidies.⁴³ Another case study from Seattle suggests that if the population of the greater Seattle area bought 20% of its food from local farmers, it would create an extra one billion dollars a year in the local economy.⁴⁴ Consequently, sustainable agriculture allows us the opportunity to rethink the value and importance of family farms.⁴⁵

Health Benefits

Understanding the health benefits of sustainable food requires understanding what harm non-sustainable food can cause. Highly processed food introduces more sugars and fats into our

³⁸ San Francisco Peak Oil Preparedness Task Force, *San Francisco Peak Oil Preparedness Task Force Report*, 2009, http://www.sfenvironment.org/downloads/library/peakoil_final_report.pdf.

³⁹ Gail Feenstra et al., "What is Sustainable Agriculture," UC Sustainable Agriculture Research and Education Program, <http://www.sarep.ucdavis.edu/Concept.htm>.

⁴⁰ Matthew Buck, *A Guide to Developing a Sustainable Food Purchasing Policy*, 2007, <http://www.sustainablefoodpolicy.org>.

⁴¹ "Eat Local, Buy Local, Be Local," Sustainable Table, 2009, <http://www.sustainable.org/issues/whybuylocal>.

⁴² *Ibid.*

⁴³ Jane Black, "The Economics of Local Food," *Washington Post*, September 8, 2009, Food Section, Online edition.

⁴⁴ *Ibid.*

⁴⁵ Feenstra et al.



bodies than we are programmed to need. This leads to weight gain, obesity, and type 2 diabetes.⁴⁶ This final illness, along with cancer, heart disease, and stroke, is intricately linked to diet and is among the top 10 killers of Americans.⁴⁷

Monocropping, the cultivation of large areas with only one crop, in fossil fuel-intensive industrial agriculture decreases the amount of nutrients in the soil. This process leads to fewer nutrients in the fruits and vegetables that we eventually eat.⁴⁸

Meat production at Confined Animal Feeding Lots, or CAFOs, where tons of methane are released, also releases airborne substances toxic to humans.⁴⁹ The animal waste in CAFOs carries pathogens and antibiotic-resistant strains of bacteria, and it often finds its way into groundwater supplies and soil.⁵⁰

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Summary

The current American food system contributes significantly to climate change at many of its different levels – in agricultural production, livestock production, processing, transport, and food waste. By considering whether a food is organic, local, or low-carbon, and choosing to purchase sustainable foods, one can help to mitigate the food system's negative climate impacts.

Choosing sustainable food not only is beneficial for the environment, but also has economic and human health incentives. Redwood City, a place that has the ability to rely more heavily on local foods, is in a prime position to affect change.

Refer to this memo as a useful tool when planning events, drafting policies, or simply having a question about this critical topic.

⁴⁶ Pollan.

⁴⁷ *Ibid.*

⁴⁸ American Public Health Association, "Towards a Healthy, Sustainable Food System," Advocacy and Policy, Policy num. 200712, November 6, 2007, <http://www.apha.org/advocacy/policy/policysearch/default.htm?id=1361>.

⁴⁹ Pollan.

⁵⁰ American Public Health Association.



Best Practices

Sustainable Food Initiatives and Public Outreach Implemented by Various Organizations and Cities

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GENERAL FOOD RELATED RESEARCH

City/Campaign	Project	Project Details	Take-Away	Website
Making Local Food Work	5-yr. Plan to increase the consumption and awareness of local food	This UK plan to increase awareness and consumption of sustainable food includes many smaller goals, such as helping independent grocery stores stock and sell more local and sustainable foods and making toolkits for communities to use to implement community gardens.	This is a useful example of cities and communities working to promote the consumption of sustainable foods. The toolkits for food co-ops and community gardens might be of particular interest.	http://sustainweb.org/localactiononfood/



Promoting Low-Fat Milk Consumption in an Inner-City Latino Community	Traditional and non-traditional publicity, marketing and education techniques	<p>This New York city campaign to reduce fat consumption by youths is a mix of traditional health education methods, intensive local information media publicity, and innovative marketing techniques.</p> <p>The campaign increased consumer demand for low-fat milk and promoted institutional changes to facilitate healthy dietary choices in the future</p> <p>It also built support from key community organizations and leaders, school district, parents associations, churches, newspapers, child care agencies</p>	A broad approach should be taken when promoting certain types of food. A wide variety of community organizations and leaders should be involved.	http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1403632/
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Study of Sustainable Food Consumption	How to increase sustainable food consumption	<p>This scientific study was based on the observation that even though public interest in sustainability is high, attitudes don't always match consumer behavior.</p> <p>Their findings showed that low perceived availability of sustainable products among consumers explains why intentions to buy remain low despite positive attitudes towards products</p> <p>The study concludes that raising involvement, perceived consumer effectiveness (PCE), certainty, awareness of social norms, and perceived availability can increase sustainable and ethical food consumption.</p>	It is important to increase the perceived availability of sustainable food products, even when public attitude towards sustainable food is already positive.	http://www.springerlink.com/content/m6w46522g24j4t14/
San Francisco, CA	Database of Sources of Sustainable Food	This database contains different web pages with links to farmers markets, CSAs, restaurants, organizations relating to food and climate change issues.	This could go on the Redwood City Website.	http://www.omorganics.org/page.php?pageid=63



Portland, OR	Sustainable Foods Website	This is a very visually appealing page with lots of information, in particular the "Sustainable Food Resources" section. It contains a useful FAQ section with answers to questions such as "What's the difference between organic and conventional food?"	An excellent example of an appealing and informative food website.	http://www.portlandonline.com/bps/index.cfm?c=45126&
Buy Fresh Buy Local	Local food guide	This guide helps consumers find where one can buy local food contains lots of valuable information about the link between food and climate change, and also includes food and climate change newsletters.	This could go on the Redwood City website and could be in conjunction with the Redwood City map produced by Stanford CPW.	http://guide.buylocalca.org/



Berkeley, CA	Food and Nutrition Policy - Public Outreach and Education	<p>This campaign is meant to reach out to range of stakeholders in the Berkeley region. It is a resource guide on the regional food system.</p> <p>Goals and initiatives of this campaign include:</p> <ul style="list-style-type: none"> • to provide training to city staff on basic nutrition, nutrition education, and the benefits of sustainable food. • to increase skills of consumer literacy, reading labels, analyzing conflicting healthy eating and weight loss messages, meal planning, cooking, and shopping for nutritious foods." • to provide training to residents in backyard, rooftop, and container gardening. 	This plan has some great ideas about how to educate the public about sustainable food choices.	http://www.ci.berkeley.ca.us/uploadedFiles/Health_Human_Services/Level_3_-_General/food-policy-exhibit-a925.pdf
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PUBLIC EVENTS

City/Campaign	Project	Project Details	Take-Away	Website
Slow Food USA	Eat-in	This "Eat-in" is "part potluck, part sit-in" where community members share a meal with friends and neighbors while supporting a cause (like providing children with healthy, local food).	An Eat-In could be a way to improve community relations while teaching about food.	http://www.slowfoodusa.org/index.php/campaign/time_for_lunch-attend_an_eat_in/



Slow Food Nation	Eat Real Festival	<p>This is a free festival in Oakland with street food vendors, a 'Beer Shed' (microbrews), and a farmers market (produce, artisanal snacks). All food is priced between \$1 and \$5. There is entertainment: chef demonstrations, dancing, bands, films, and food competitions.</p> <p>The goal of the festival is to "inspire eaters to choose tasty, healthy, good food." It donates a percentage of profits to CA organizations promoting access to healthy and sustainable food.</p>	Producing a smaller version of this festival in Redwood City would be a fun way to educate the public on sustainable food. Some of the parts of this festival could be done separately as well.	
Eat Real	"Keeping it Real" Dinners	For these weekly fundraising dinners, some of best restaurants in Bay Area prepare sustainable food, and all proceeds go to food accessibility or economic development organizations.	A model for our restaurant-based local food showcase during Sustainable Food Awareness Month. This event could get restaurants involved in educating people about local food by offering publicity.	http://www.eatrealfest.com/keepingitrealdinners
Berkeley, CA	"Buy Local Berkeley" Taste for Art	This is an event where there are wine, beer, spirit samples artists exhibiting and selling their art, film screenings, and various performances.	A simple event that could be done monthly.	http://www.buylocalberkeley.com/node/50



Portland, OR	Lents Project	This was a study done on the area of Portland called Lents to determine whether it was food insecure. It was determined that the Lents community wanted to learn more about preparing fresh food, growing their own food, and shopping at farmers markets. As a result, the city implemented cooking classes for youths and adults, home gardening classes, and a summer camp at a farm.	This project is a good example of how to assess food security issues in a city.	http://www.portlandonline.com/bps/index.cfm?c=42292&#cid_121658
Eat Real	Foraging Walks	This is a hike through an area with a guide who shows explains the types of food one can gather from backyards or public outdoor areas.	Having an event like this, organized through the community centers, could teach people about the edible “weeds” in the Bay Area.	http://www.eatrealfest.com/guidedforagingwalk
Eat Real	Bike Tours	In this tour, community members are led on a pedal around the area to meet local farmers and culinary artisans. At the various places, they receive tastings of food.	This could be a fun event to get restaurants and food producers involved in the sustainable food effort.	http://www.eatrealfest.com/eatrealbiketours
Ann Arbor, MI	“HomeGrown Festival”	This festival includes food samplings created by chefs and local farmers. There are local food taste-offs, chef demos to encourage people to cook with local foods, children’s activities, music entertainment, local non-profit booths (farmer’s markets, various food orgs), and a local “store” of all local vendors.	Event ideas to utilize for “Sustainable Food Month” or supplements to pre-existing Redwood City events	http://homegrownfestival.org/



Madison, WI	"Food For Thought" Festival	This festival includes informational and interactive displays where attendees can see, taste, and smell locally produced food; a "Food for Thought" recipe contest; speakers and presentations to teach people about supporting small family farms, eating healthily, and protecting the environment. There are also cooking demonstrations, live music, kid's activities, and live animals. This festival is also a great opportunity for community members to meet each other.	This festival has some good ideas about how to educate and mobilize the public around sustainable food. The recipe contest is one that is particularly applicable to Redwood City.	http://www.reapfoodgroup.org/Programs-Events/food-for-thought-festival.html
Madison, WI	REAP Local Harvest: A Taste of the Town	In this event, restaurants prepare cuisine using local foods to show diners how to utilize local, seasonal ingredients. Additionally, diners help build a more sustainable food system by supporting local establishments that buy locally.	Model for our restaurant-led local food tasting that happens during Sustainable Food Awareness Month	http://www.reapfoodgroup.org/Programs-Events/local-night-out.html
Western PA	"Buy Fresh Buy Local" Campaign	This campaign includes local food tastings through an "evening in the orchard, an urban farm bike tour, and a "Meet the Farmers" dinner.	This campaign offers ideas about different events that can be held during Sustainable Food Awareness Month and various other points in the year to promote sustainable food.	http://buylocalpa.org/event/chapter/southwest/September/2009



Calabasas, CA	Metropolitan Water District of Southern CA's Water Awareness Poster Contest	Every year, children in grades K-5 in this school district (and in others across Southern CA) draw posters based on water conservation and awareness. MWD chooses the best 12 posters and prints them in a calendar. The children who drew those posters also receive t-shirts.	A poster contest such as this centered around healthy, sustainable, local food might be a great thing for the Redwood City school district or community centers to create as part of Sustainable Food Awareness Month.	http://www.lvmwd.com/index.aspx?page=146/
San Francisco, CA	Meet the Producers & Seasonal Cooking Demonstration at Ferry Plaza Farmers Market	At the farmers market local chefs and cookbook authors use ingredients bought at the market that day to demonstrate cooking delicious, healthy, sustainable meals. The producers also come to the market so shoppers can meet and talk to them.	Cooking demonstrations could be done at the Kiwanis Farmers Market could be done by local restaurant owners, chefs, and cookbook authors, maybe for Sustainable Food Awareness Month.	http://www.omorganics.org/page.php?pageid=164/

SEND-OUTS

City/Campaign	Project	Project Details	Take-Away	Website
"Eat Local Challenge" Blog	Monthly "Eat Local" Challenge	This challenge provides different weekly guidelines/goals to encourage and help participants eat only local food for 30 days. It also includes declaring certain "exception" foods, such as coffee, that aren't able to be sourced locally.	This is a great to use in one of the monthly emails, preferably used concurrently with "Sustainable Food Awareness Month"	http://www.lifebeginsat30.com/elc/2006/04/a_few_tips_for_.html , http://www.eatlocalchallenge.com/2009/10/announcing-the-october-2009-eat-local-challenge.html



Effectiveness of Postcards as Reminders for Flu Vaccine	Postcards as reminders for action	This health awareness study observed that a postcard reminding patients to get an influenza vaccine increased the vaccination rate from 30% to 59.7%.	Postcards help to remind people to act out certain behaviors.	http://www.ncbi.nlm.nih.gov/pubmed/448304
Using Physician Correspondence and Postcards to Promote Mammograms	Postcards as reminders for action	In this health awareness study all participants were sent written recommendation to get a mammogram. Some were then also sent reminder postcard. The study found that sending a subsequent reminder postcard nearly doubled the odds that the recipients would get mammograms within 1 year.	Postcards may be most helpful as reminders when an initial information base has already been shared in previous communication.	http://www.ajph.org/cgi/content/abstract/84/4/571
Berkeley Food Policy Council	Outreach Efforts	This outreach effort is a “true cost of food flyer” revealing the hidden costs to the environment, health, and the community from the food system.	This could be a simple email or flyer.	http://www.berkeleyfood.org/natural-food-diuretic.html
San Francisco, CA	Local Foods Wheel	This wheel guide helps consumers see what is grown in the San Francisco Bay area and when it is in season.	Promoting this on the Redwood City food website might be an option.	http://www.localfoodswheel.com/
Berkeley, CA	Climate Action Tips on Website	This website lists 9 tips for more environmentally sustainable living, such as riding your bike or washing your laundry in cold water.	This could be a simple email or flyer.	http://www.berkeleyclimateaction.org/Content/10008/ClimateActionTips.html



PUBLIC EDUCATION

City/Campaign	Project	Project Details	Take-Away	Website
Western PA	"Buy Fresh Buy Local Campaign"	This "Good Food Neighborhood" program brings together local farmers, chefs, greengrocers, and market managers to help consumers find, choose and appreciate great local foods.	This program facilitates dialogue among businesses and among community members to work towards sustainable food for Redwood City residents.	http://buylocalpa.org/event/chapter/southwest/September/2009
Western PA	"Buy Fresh Buy Local Campaign"	This campaign includes backyard composting events, health & wellness classes, a garden talk, a "meet the farmers" dinner held at local restaurants, a "mushroom foray," and a workshop called canning food 101.	This campaign suggests different classes on how to increase use and utility of local food in daily life. These could be held in Redwood City as part of Sustainable Food Awareness Month.	http://buylocalpa.org/event/chapter/southwest/September/2009
San Francisco Bay Area, CA	Class: Grow More Food Than You Ever Thought Possible	This is a workshop that teaches people how to create their own backyard or rooftop garden. Topics include: • biointensive gardening method • bed preparation • companion planting • composting	A useful workshop to help community members learn how grow their own food could be done seasonally or throughout the year to promote sustainable food lifestyles and motivate the community.	http://www.omorganics.org/page.php?pageid=164/



San Francisco Bay Area, CA	Vegetarian Cooking Class	<p>Community members meet one evening to cook a sustainable, healthy, vegetarian meal with an instructor. They also:</p> <ul style="list-style-type: none"> • learn about nutrition • see a cooking demo • receive coupons for local restaurants and grocery stores 	<p>A cooking class such as this helps community members get excited about sustainable food. A good incentive is handing out coupons to local grocery stores that sell local and sustainable food.</p>	http://www.omorganics.org/page.php?pageid=164/
San Francisco Bay Area, CA	Workshop: Eat Local	<p>Community members who attend this workshop learn about:</p> <ul style="list-style-type: none"> • gardening • foraging • edible weeds • food preservation techniques <p>They also receive information about local farmers markets and farms.</p>	<p>A way to raise awareness of local farms and promote a sustainable food lifestyle is through food workshops such as this. This is a model for one of the classes suggested to be held during Sustainable Food Awareness Month, or at another time during the year.</p>	http://www.omorganics.org/page.php?pageid=164/



PUBLIC CAMPAIGNS

City/Campaign	Project	Project Details	Take-Away	Website
Western PA	"Buy Fresh Buy Local" Campaign	This campaign includes 5% discounts at local groceries such as WholeFoods.	If interest is present, Redwood City could partner with some local grocery stores to do this focused specifically on local and sustainable foods. This is potentially a great idea to be utilized during Sustainable Food Awareness Month.	http://buylocalpa.org/event/chapter/southwest/September/2009
Green Restaurant Association	Restaurant consulting and certification	This is fun by a national non-profit organization. Members receive on-site consulting and access to a database of environmental studies and research. To get certified, restaurants pay a membership fee and agree to meet GRA standards. Then, with the help of the GRA, those restaurants implement a minimum of 4 positive environmental actions each year.	Getting restaurants certified through a system like the Green Restaurant Association can serve as an incentive and encourage restaurants to employ sustainable foods.	http://www.dinegreen.com/ with some analyzed information about it here: http://www.linkbc.ca/torc/downloads1/green%20restaurant%20association.pdf



Winter Park, FL	Sustainable Food Program	This program is highlighted on the front page of the website, which also includes a tab about sustainable food. The website discusses local farmer's market, community gardens, and resources about local food, and provides links to fact sheets that have already been created by other organizations about how to eat well, locally, seasonally, and sustainably.	A resource-filled website can be beneficial, even if it links to general food or sustainability websites that aren't city specific.	http://www.cityofwinterpark.org/Pages/Government/City_Info/Sustainability_Program/Sustainable_Food.aspx
Buy Local Food Campaigns	Social Justice Campaigns	This scientific study looked at manifestations of social justice in contemporary American Buy Local Food campaigns. It describes and provides information about several campaigns such as Buy Union, Buy American, and Buy Black.	It may be beneficial to consider the manifestation of social justice in food campaigns.	http://www.springerlink.com/content/kh1744x58718ru5r/fulltext.pdf



Berkeley, CA	"Buy Local Berkeley" Campaign	<p>This campaign provides marketing for businesses that are part of the program. It also helps give individuals the knowledge of where to go to buy local food. The campaign also lists "10 reasons why you should buy local" and gives information about studies done on Buy Local campaigns. Their website also includes an archive of past newsletters. Specific links to some of these things are:</p> <ul style="list-style-type: none"> • Buy local studies (http://www.buylocalberkeley.com/node/36) • "Buy Local" video (http://www.buylocalberkeley.com/node/71) 	Redwood City could start an organization like this one to get businesses involved in the effort to buy local.	http://www.buylocalberkeley.com/
Seattle	P-Patches	<p>As part of this campaign, community gardens donate some of their food (10 tons) to food banks. Another aspect of the campaign is "Seattle Market Gardens" in which in-city farmers grow and distribute food to roughly 100 low-income households. The "Immigrant Gardening Focus" aspect of this campaign is meant to help people grow cheap, safe, and culturally appropriate food.</p>	A good example of a successful community garden program.	http://www.seattle.gov/Neighborhoods/ppatch/communityfoodsecurity.htm



Sustainable Table	Communication Campaign	<p>This campaign focuses on generating consumer awareness and building community by providing information and resources through a mix of interpersonal, new media, and mass media channels targeted to consumers. One goal of the campaign is to engage local farms, community members, consumers, and organizations in local activities and events.</p> <p>A second wave of communication in this campaign targets public health professionals, healthcare providers, educators, and key stakeholders.</p>	The primary focus of a food-awareness campaign should be on engaging the local community with a wide variety of media and channels of communication.	http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume2/invited/cases_2_10.cfm
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Additional Ideas Obtained Through Interviews:

- Newspaper ads and/or reports on sustainable food or sustainable food events
- School Flyers advertising for sustainable food events and providing information on sustainable food
- Identify local companies and community groups who want to get involved in sponsorship initiatives
- Put sustainable food mailings and informational flyers at the library, community centers, sports league centers, etc.



Monthly Sustainable Email Newsletters

January

Buy Sustainable: Organic, Local & Low-Carbon

Ever wonder how to tell which food products are more sustainable than others? Here are three simple things to check for when you shop:

1) Organic label – organic food production needs fewer chemicals, fertilizers and pesticides than conventional food production. Organic foods usually contribute less to climate change and offer health benefits to the people that grow and consume them.

2) Locally grown – local food requires less energy to transport because it travels a shorter distance. This lowers its environmental impact. Buying local also supports local economies, farmers and food producers.

3) Low-Carbon – from growing to harvesting, packaging to processing, shipping to disposal, a lot of carbon is emitted as our food travels. From our farms to our forks, the average food travels 1500 miles! Eating fresh, local, unprocessed foods is a tasty way to cut down on the carbon emissions that cause global warming and climate change.

Challenge: Cook one meal at home entirely out of sustainable ingredients.

Find them here: <http://www.sustainabletable.org/shop/>.

Seasonal Produce

Avocados

Brussels Sprouts

Kale

Potatoes

Radishes

Turnips

Recipe

Roasted Brussels Sprouts

This flavorful recipe provides you with a tasty dose of vitamin A and C! Your picky family will never be able to resist brussel sprouts again!

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&num=185>

February

Grow Your Own Ingredients: Plant A Garden

It doesn't get much more local than your own backyard. Starting a home vegetable garden can be a great learning experience for the whole family. If you live in an urban area or in an apartment complex, consider coordinating with neighbors to start a community garden or even just grow a few plants in containers on your patio. In the Bay Area food can be grown year-round, but not all plants grow all the time. Don't forget to look up the best time of year to plant your favorite fruits and vegetables.

Challenge: Try it out! Choose one edible, season-appropriate plant and start to grow it at home.

These websites can help you get started: <http://startagarden.com/> and

<http://www.mastergardeners.org/help>.



Seasonal Produce

Asparagus
Avocados
Beets
Broccoli
Green Garlic
Rutabagas

Recipe

Beet Burgers

Try this twist on a burger. Maybe even use some of your home-grown beets.

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&rnum=94>

March

Be Selective About Seafood and Fish

Even though humans have been fishing for thousands of years, during the past century new technology has allowed us to fish farther, deeper and more efficiently than ever before.

Unfortunately this means that we are overfishing many fish populations. Scientists estimate that we have removed as much as 90% of the ocean's large predatory fish like shark, swordfish and cod! By supporting sustainable fishing practices we can reverse this trend. Finding sustainable fish can be complicated. Depending on the species, either farmed or wild fish might be more sustainable. The best bet is to check with a guide like the Seafood Watch guide maintained by the Monterey Bay Aquarium, or to look for Marine Stewardship Council (MSC) labeled seafood when you're grocery shopping. Look for more information about these organizations here:

[Seafood Watch](#) and [Marine Stewardship Council](#).

Challenge: Look up a sustainable fish using the [Monterey Bay Aquarium Seafood Watch](#) guide and cook a meal at home with it.

Seasonal Produce

Artichokes
Arugula
Leeks
Onions
Scallions
Spinach

Recipe

Grilled Pacific Halibut Steaks

Make sure to choose wild-caught Halibut from the Pacific ocean when you make this flavorful recipe.

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&rnum=42>

April

Eat In-season



Ever eat a strawberry in December? It probably wasn't in-season. Not all plants grow all the time in the Bay Area. Sometimes, when it's not the right season here, we import plants from the far-away places where they are able to grow. By buying in-season food you can eliminate the environmental damage that comes with shipping food thousands of miles. Also, buying in-season and local directly supports local farmers. Buying seasonal produce can provide you and your family with the benefits of eating healthy, unprocessed and fresh fruits and vegetables.

Challenge: April is an exciting time as a lot of fruits and vegetables are coming into season! Choose your favorite in-season fruit or vegetable and buy it fresh at a local farmers' market. Find out what's seasonal [here](#) or [here](#).

Seasonal Produce

Celery
Cauliflower
Cherries
Parsnips
Peas
Rhubarb

Recipe

Strawberry and Rhubarb Pie

This pie is a classic spring pie that celebrates the arrival of two delicious spring fruits – strawberries and rhubarb. Try your hand at this sweet treat and enjoy eating seasonally!

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&num=59>

May

Dining Out? Dine Sustainably

Restaurants buy a lot of food, which means that by supporting restaurants that use sustainably-grown ingredients can make a big difference. When you go out to eat, look for restaurants that use local and organic ingredients. Don't be afraid to ask about the origin of the food on your plate – the greater the demand for sustainable food, the more likely a restaurant will be to come up with creative and tasty sustainable dishes. Check out the [Bay Area Green Business Program](#) to find restaurants that are environmentally-friendly.

Challenge: Order a sustainable meal from a restaurant that offers dishes made from local or organic ingredients.

Seasonal Produce

Chard
Horseradish
Prickly Pear
Nectarines
Blueberries
Summer Squash

Recipe

Grilled Summer Vegetables Mediterranean Style

This is an easy and yummy side dish to your grilled burgers or chicken. Look for a variety of



seasonal vegetables at your [local farmers market](#).

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&rnum=39>

June

Avoid High Food Mileage

On average, our food travels 1,500 miles before being consumed. That's like driving from San Francisco to Seattle, and back! By buying produce and meat from local farms and farmers' markets, you can help save a lot of energy and reduce global greenhouse gas emissions. Buying local also helps support local farmers and economies, and ensures that the food on your table is fresh and tasty. Learn more at [Sustainable Table](#).

Challenge: Prepare a meal at home using ingredients that come from less than 100 miles from your house.

Seasonal Produce

Carrots

Corn

Cucumbers

Fennel

Okra

Tomatoes

Recipe

Chilled Corn Soup with Pesto and Heirloom Tomatoes

It's starting to get hot in the Bay Area! Cool down with this tasty soup and enjoy the arrival of corn and tomatoes!

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&rnum=32>

July

Less meat = A healthier environment and a healthier you

Did you know that if every American replaced a meat meal with a vegetarian meal each week, it would be like taking half a million cars off the road? A lot of greenhouse gases are emitted when you raise an animal for beef, chicken, or other meats. Because animals are higher up in the food chain than plants, it takes up to eight times as much energy to produce a serving of meat than it does to produce a serving of grain like corn or wheat. Also, that stink you smell when you pass a cow farm is the cows emitting a gas called methane, which contributes 21 times more to global warming than carbon dioxide. In addition, raising livestock means changing the way a lot of land is used. In the Amazon, an area as large as France has been cleared for pastureland, robbing us of lots of trees that used prevent global warming by storing carbon dioxide. On top of all this, don't forget that a diet with less meat means a lower risk of heart disease, cancer, or stroke, not to mention a longer life!

Challenge: Try our recipe of the month for one meal this week!

Seasonal produce

Avocados

Basil

Corn



Peaches
Summer Squash
Strawberries

Recipe

Portobello Burgers (30 minute meal!)

<http://www.foodnetwork.com/recipes/rachael-ray/portobello-burgers-with-roasted-pepper-paste-and-smoked-mozzarella-recipe/index.html>

August

Composting: easy and fun!

In the U.S., we throw away 40 to 50 percent of all the food we purchase and produce. Food that goes into landfills gets packed in and doesn't decompose the same way it does above ground. Instead, it releases methane, a greenhouse gas that has 21 times more global warming potential than carbon dioxide. If we dispose of our food with composting instead of the regular trash, we can stop those methane emissions. Composting gives you a nutrient rich mixture that you can use in your gardens or potted plants. That spoiled fruit or those carrot peelings that you normally throw out can be turned into healthy nutrients for other living things. And it's easy! Build or buy a bin or simply start a scrap pile. All that's left is a little water and regular turning of the compost. Learn how to start composting at [VegWeb](#), [the EPA](#), or [How to Compost.org](#)!

Challenge: Visit one of the above sites and start your own scrap pile!

Seasonal Produce

Apples
Carrots
Grapefruits
Persimmons
Winter squash
Plums

Recipe

A Simple Organic Compost Recipe

This isn't a recipe for eating. It tells you what things you should include in your first compost pile to get it ready to decompose!

<http://www.organicauthority.com/organic-gardening/organic-gardening/a-simple-organic-compost-recipe.html>

September

Try tap!

The Bay Area is supplied with some of the freshest, cleanest tap water in the entire U.S. But you might be thinking, bottled water must be better than tap! In fact, it is actually a misconception that bottled water is any better regulated or protected than tap water. Some bottled water comes from a pristine source, but as much as 25% of it comes from public sources. That means when you buy bottled water, it's like paying your water bill twice! If you refill a reusable water bottle from the tap instead of buying a disposable bottle, it saves you money and saves the energy of making a new disposable bottle. By saving energy, you help reduce greenhouse gas emissions



that are causing global warming. Learn more about issues with bottled water in this [Reader's Digest article](#).

Challenge: Next time you go to buy bottled water, buy a reusable water bottle instead and fill it with tap water!

Seasonal Produce

Brussels sprouts
Cherimoyas
Onions
Pears
Asparagus
Pomegranates

Recipe

Black Bean and Butternut Burritos

<http://www.seasonalrecipes.com/rec/recipe259.blackbeanandbutternutburritos.html>

October

What is sustainable agriculture?

Sustainable agriculture means much more than simply using organic herbicides or grazing animals in a pasture. Sustainable agriculture means creating a food system that is good for the environment, your health, your community and your local economy. It means supporting rural communities, and humane treatment for workers and animals. In conventional, industrial agriculture, lots of the same plant are planted close together. This produces a lot of food for now, but it also sucks all of the nutrients out of the land and makes it unlikely that the land can be used for a long time. Lots of chemicals and pesticides are needed to grow plants this way, which can be harmful to humans and the environment. Also, conventional meat production means putting animals in confined feeding lots that produce harmful gases and diseases. If we support sustainable agriculture by buying local, organic and low-carbon food, we can limit the negative effects of industrial agriculture. You can learn more about sustainable agriculture by talking to an organic farmer at your local farmers market, or by visiting [Sustainable Table](#).

Challenge: Figure out one aspect of sustainable agriculture that you like the most and try to find it in a food product.

Seasonal Produce

Bell Peppers
Broccoli
Artichokes
Kiwi
Mushrooms
Passion fruit

Recipe

Orange Scented Tilapia

When you make this quick and delicious meal, be sure you choose U.S. farmed-raised tilapia, which is raised in sustainable systems.



<http://planetgreen.discovery.com/food-health/orange-scented-tilapia-recipe.html>

November

Farmers Markets: Good for you, Good for Redwood City

There are almost 5,000 farmers markets in the U.S. and nearly 30 in the Bay Area alone. That's a lot of farmers markets, but what is so great about them? First, by buying food at the farmers market you reduce your "food miles," aka the distance the food travels from the farm to your plate. This decreases your food's carbon footprint! You also get to meet and talk to the people who make your food. No more wondering what went into the production of that apple. Also, Farmers markets help farmers! In conventional industrial agriculture, which makes most of the produce we buy in grocery stores, farmers generally keep about 6% of each dollar spent on a product. But farmers who sell at farmers markets keep 80-90% of each dollar.

Challenge: Visit a farmers market this weekend! Try your local [Redwood City market](#) at 850 Winslow St., open Saturdays, April to November, 8am to 12pm. Or the year-round [Sigona's Farmers Market](#) at 2345 Middlefield Rd.

Seasonal Produce

Kale
Figs
Cauliflower
Winter squash
Almonds
Mandarins

Recipe

Kale Salad

Pick up some nutrient-rich kale at your local farmer's market and try this simple and tasty salad!
<http://www.wholefoodsmarket.com/recipes/recipe.php?recipeId=585>

December

Sustainable food, healthy you!

Eating local, organic, and low-carbon foods is not only good for the environment, it is good for you! Much of the food we eat is highly processed, which introduces more sugars into our bodies than we are programmed to digest. This leads to obesity and sometimes diabetes, one of the top 10 causes of mortality in the U.S. Choosing more sustainable food will decrease these effects and, as some studies have shown, may help prevent cancer. Even sustainably produce meat can improve your health. For example, free range chickens have 30% less saturated fat and 28% fewer calories than chickens from industrial farms. Learn more about the health benefits of sustainable food at [Sustainable Table](#).

Challenge: Try one piece of organic produce each week this month.

Seasonal Produce

Grapes
Sweet Potatoes
Limes
Collards



Pomegranates
Turnips

Recipe

Beer-Braised Sausage

Look for a local sausage for this hearty winter recipe.

<http://www.sustainabletable.org/kitchen/recipes/index.php?view=viewrecipe&rnum=194>



Sustainable Groceries in Redwood City

Methodology

To assess the sustainability of Redwood City grocery stores, we devised a ranking system to rate the grocery stores on a series of criteria. We evaluated the grocery stores based on their availability of local and organic produce, whether the local and organic food was comparably priced to industrially-grown produce, if they promoted sustainable food, if they sold sustainable non-food items (recycled paper products/eco-friendly cleaners etc), if they provided re-usable grocery bags, if they carried fair-trade products, if they sold sustainable meat, and if they accepted food stamps.

Stores could receive a total of 1.5 points for their availability of local produce, 1.5 for their availability of organic produce, 1 point if local produce was comparably priced, 1 point if organic produce was comparably priced, 1 point for promoting sustainable food, .5 points for selling sustainable non-food items, .5 points for providing re-usable grocery bags, .5 for carrying fair-trade products, 1.5 points for selling sustainable meat, and 1 point for accepting food stamps. In total, a grocery store could receive up to 10 points.

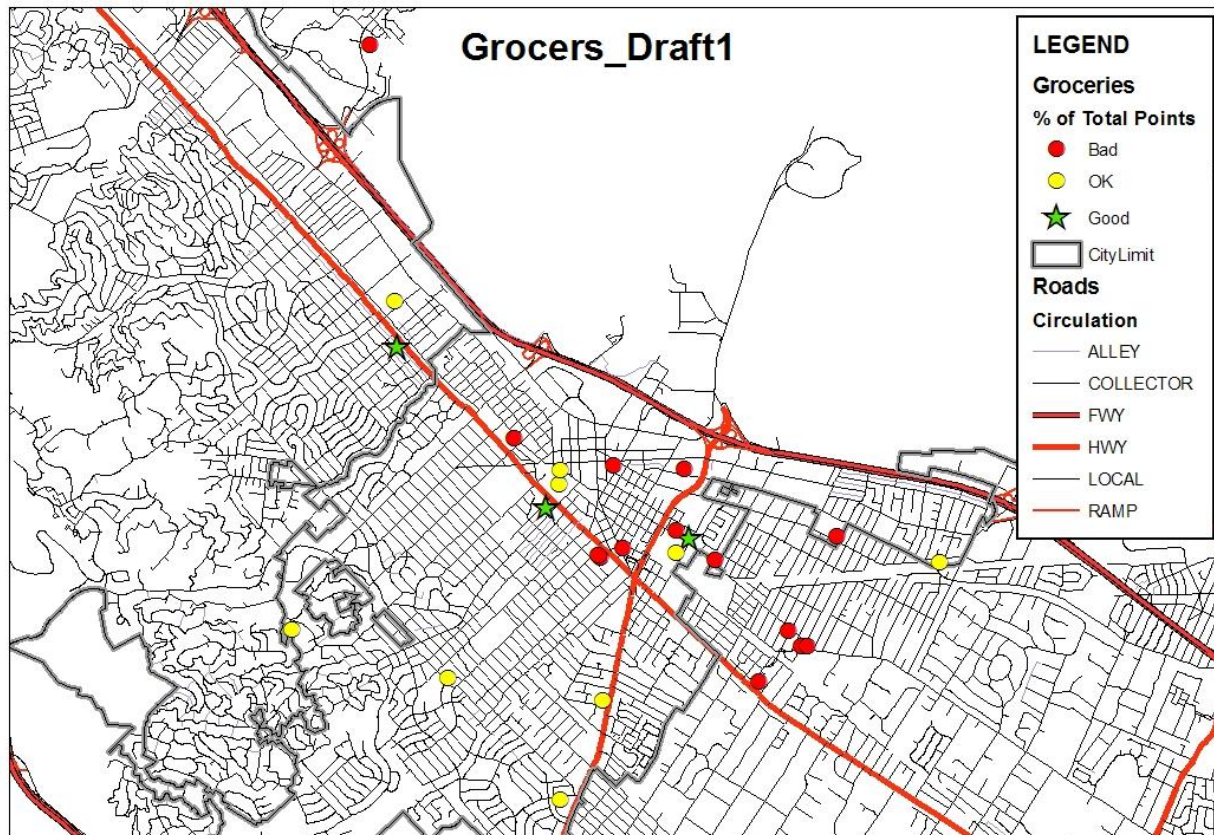
We broke down the local and organic food into categories. We assigned the store a rating of .5 if there was only some California produce or few organic produce, a rating of 1 if there was some local produce and organic produce, a rating of 1.25 if there was mostly local and mostly organic produce, and a ranking of 1.5 if all the produce was local and organic.

The sustainable meat category was broken down based on quality and quantity of sustainable meat. Stores received a .25 for “natural” meat with no explanation, .5 for non-hormone/no chemical/ “natural” meat, .65 for grass-fed or grain-fed meat, and .75 for pasture raised meat or meat that fit any of the above mentioned categories. Stores were then given a score of .25 if some of their meat was sustainable, .5 if half of their meat was sustainable, and .75 if more than half of their meat was sustainable. These totals were then combined to arrive at the composite score.

A category we did not include in our ranking system was the availability of sustainable seafood. We had some difficulty establishing what constituted sustainable seafood and most grocery stores did not provide ample explanation of the source of their seafood products. However, this would be a great place for Redwood City to start if they wanted to enhance this grocery ranking system in their city.



Map Information



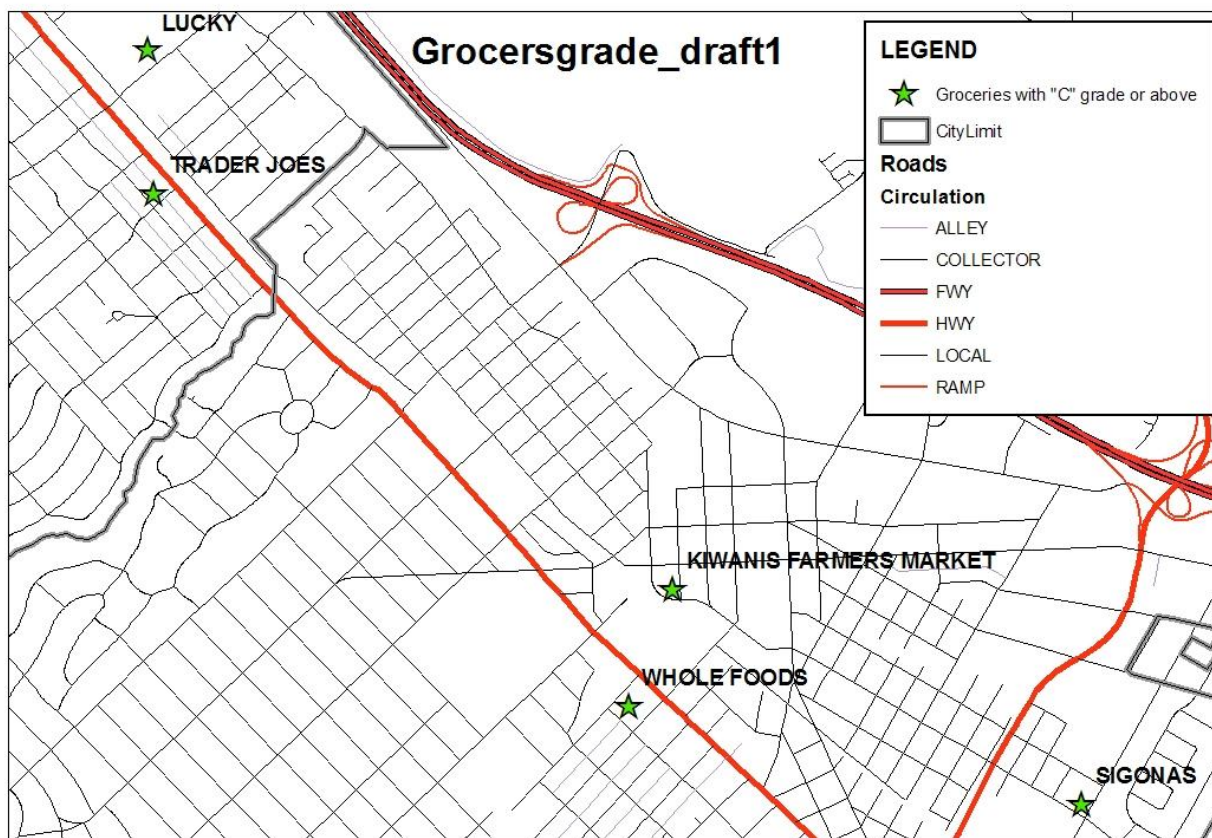
This map shows all the grocery stores. They are separated into three categories based on a method called “natural breaks” or jenks, which does its best to group similar values into categories that maximize their differences. This break is actually based on four classes, with the smallest class being collapsed into the second smallest class. It is breaking the stores based on the number of points they received divided by the number of points they could have received. Thus, it gives us a percentage. The categories are as follows:

<i>Category</i>	<i>Range</i>	<i>Stores</i>
Bad	0 – 0.44	All three Chavez Markets, Nob Hill, Grocery Outlet, El Mercadito Latino, Mi Rancho Market, Foods Co, Pena Meat and Food Market, La Azteca Market and Deli, Michoacan Produce Market, La Estrelita Market, Artegas Market, Kassandra’s Market.
OK	0.44 – 0.735	Both Safeways, both Key



		Markets, Costco, Emerald Market, both Luckys , and Kiwanis Farmers Market.
Good	0.735 – 0.95	Whole Foods, Trader Joes, and Sigona’s Farmers Market.

The next map (below), **grocersgrade_draft1**, incorporates more groceries into the best category. This classification is based on our decision that we wanted to only show the groceries with a “C” grade or above, which means they received 70% of the possible points or above. They are Whole Foods, Trader Joe’s, Sigona’s Farmer Market, Kiwanis Farmers Market, and the San Carlos Lucky.



grocersCombo_draft1

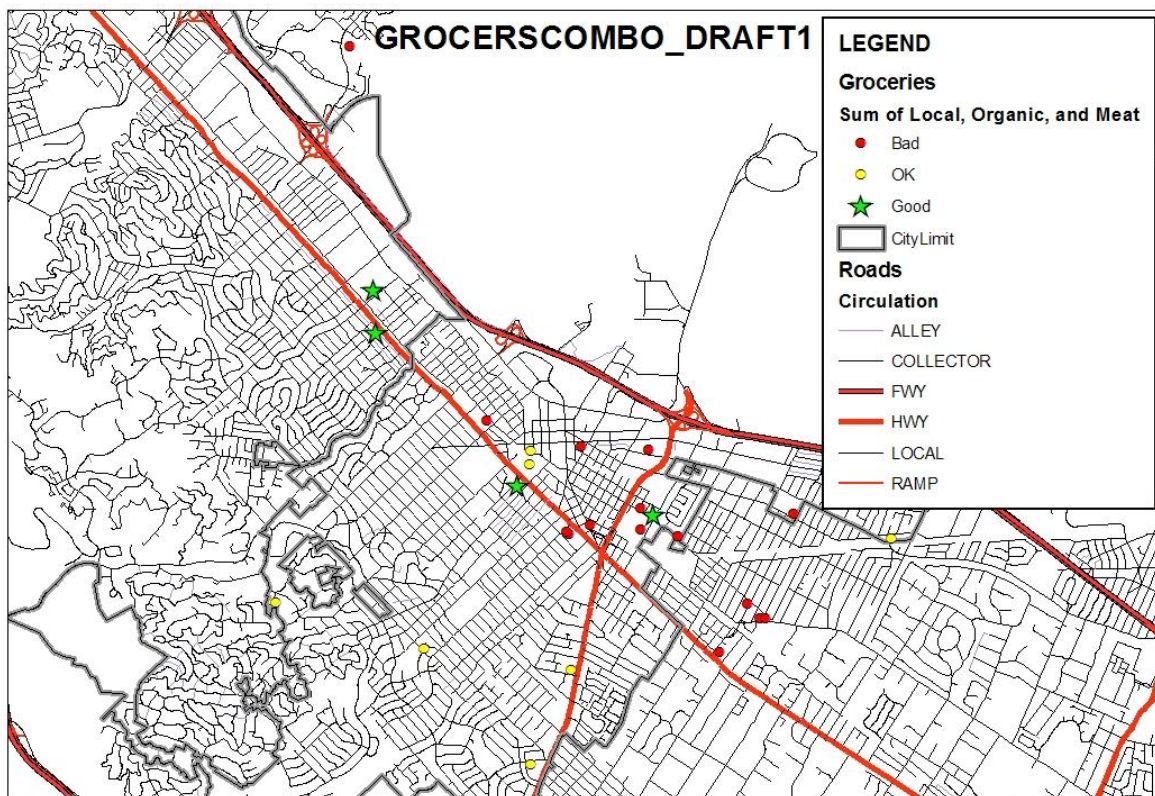
This map also uses the jenks method, but this time its basis is the sum of the local food, organic food, and sustainable meat categories. It is also only based on 3 classes to begin with, unlike the first map which started with 4. We felt these were perhaps the most important categories. Its categories are as follows:

Category	Range	Stores
Bad	0 – 1.4	Costco, Nobhill, all three



		Chavez Supermarkets, El Mercadito Latino, Mi Rancho Market, Foods Co, Pena Meat and Food Market, La Azteca Market and Deli, Michoacan Produce Market, La Estrelita Market, Artegas Market, and Kassandra's Market
OK	1.4 – 2.75	Lucky (Woodside Rd), both Safeways, both Key Markets, Emerald Market, and Kiwanis Farmers Market
Good	2.75 – 4.4	Trader Joe's, Whole Foods, Sigona's Farmers Market, Lucky (San Carlos)

This one has issues, particularly with the Kiwanis Farmers Market. It should probably be in the “Good” category but it does not sell meat, so it has a lower point total. If this method is one we choose to pursue, we should probably normalize it in some way to avoid that sort of thing.



General map issues

In our spreadsheet, there are certain categories that are not applicable. For example, if a store sold no organic produce, then the price of the organic produce compared to conventional produce is not applicable. This did not transfer to the attribute tables of the maps. It replaced those NAs with 0s. So that is confusing for the ranking system.

Since there are a number of Shapefiles we will be giving to Redwood City, they will come with metadata in the form of .txt files. This will explain what they are showing and the field headings.

Shapefiles

Look in the “Map” folder in the digital version of this document to find the shapefiles that correspond to the above maps. This folder also includes metadata about the shapefiles.

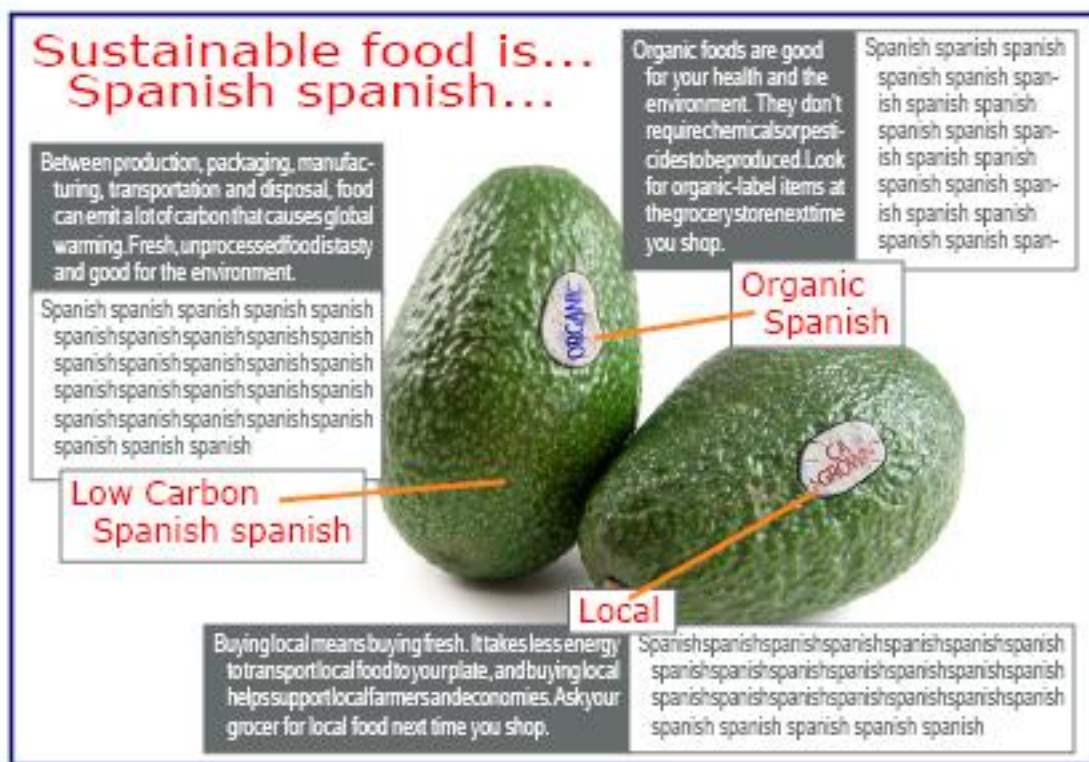


Informational Postcards

This oversized postcard contains information about sustainable food and is intended for distribution via mail to the Redwood City community. It could also be archived on the city's website, distributed via e-mail, or handed out at city events.

We have left it to the city to pursue professional translation of this document into Spanish. The phrase “Spanish” delineates space for translated words.

Postcard Side 1:



Postcard Side 2:

Eat Well in Redwood City

Spanish spanish spanish spanish

What we eat impacts our health, our economy, our community and our environment.
Keep the **sustainable food guide** on the back of this postcard
to find out exactly how to eat well in Redwood City.

Spanish spanish spanish spanish spanish spanish spanish spanish spanish.
Spanish **spanish spanish spanish** spanish spanish spanish
spanish spanish spanish spanish spanish spanish.



Redwood City

Verde
It's easy being green



Redwood City Verde
Beth Ross, Environmental Initiatives Manager
650-780-5917
brross@redwoodcity.org
www.ci.redwood-city.ca.us/manager/initiatives
and click on Verde



Informational School Flyer

This flyer contains family-oriented sustainable eating tips and is intended for distribution through kids through schools. It could also be archived on the city's website, distributed via e-mail, or handed out at city events.

We have left it to the city to pursue professional translation of this document into Spanish. The document may be printed with English on one side, and a parallel Spanish version on the other.

Eat well in Redwood City

Tips for a healthy family and a healthy planet

WHAT IS SUSTAINABLE FOOD?

1 organic

Organic foods are good for your health and the environment. They don't require chemicals or pesticides to be produced. Look for organic-label items at the grocery store next time you shop.

2 local

Buying local means buying fresh. It takes less energy to transport local food to your plate, and buying local helps support local farmers and economies. Check out your local grocery stores and Redwood City's Kiwanis Farmers Market on Saturdays, 8am to 12pm, April to November at 850 Winslow St., for local food.

3 low-carbon

Between production, packaging, manufacturing, transportation and disposal, food can release a lot of carbon dioxide into the atmosphere, a gas which contributes to global warming. Fresh, unprocessed foods are tastier, better for your health, and better for the environment. Next time you shop, load up on fruits and vegetables to make sure your family sticks to a low-carbon diet.

WHAT CAN WE DO?

a start a garden

It doesn't get more local than your backyard. Starting a garden can be a great learning experience for adults and kids alike! Growing your own ingredients is healthy, sustainable, delicious and fun. Try starting small. Choose one favorite fruit or vegetable, plant it during the proper time of year, and watch it grow. If you live in an apartment complex or an urban area, think about partnering with neighbors to start a community garden.

b cook a meal together

Cooking a meal of organic, local and low-carbon foods is fun for everyone. Choose a tasty seasonal recipe, shop for the ingredients, and make it at home.

c make a trip to the Kiwanis Farmers Market

Redwood City's Farmers Market is open April to November, 8am to 12pm, downtown at 850 Winslow St. just across from the Caltrain station. Here you can meet local farmers, buy fresh produce, and even hear local live music. Check out <http://www.rwckfm.org/> for more information.

Questions? Go to:
www.ci.redwood-city.ca.us/manager/initiatives
and click on Verde

Redwood City Verde
Beth Ross, Environmental Initiatives Manager bross@redwoodcity.org

650-780-5917



Public Campaigns and Events for a Redwood City Sustainable Foods Awareness Month

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A How To: Sustainable Foods Awareness Month (SFAM)

Purpose: To raise awareness of the link between food and climate change, increase enthusiasm about local foods, and motivate the Redwood City public through events, festivals, and workshops.

Ideas for these programs, campaigns, and events were drawn from other successful initiatives by cities and organizations to raise awareness of food and climate change issues. (See “Best Practices” on page 10 for specifics, and lists of “Similar Events” for each SFAM of the following SFAM events.)

Where: Various locations throughout Redwood City

When: One month during spring, summer, or fall

General Contacts: Local grocery stores **Whole Foods, Sigona’s Farmers Market, Key Market, Trader Joe’s** and **Safeway** have expressed interest in being involved with multiple Redwood City’s sustainable food events. They are all possible contacts for donations of food, coupons, and potential sponsorships.




Key Markets	(650) 365-5616	Unlisted	3640 Florence St Redwood City	Very excited to participate
Safeway	(650) 306-1900	24 Hours	1071 El Camino Real Redwood City	Depends on corporate office
Sigona’s Farmers Market	(650) 368-6993	Monday-Friday: 8:00 a.m. – 8:00p.m. Saturday: 8:00 a.m. - 7:30 p.m. Sunday: 8:00 a.m. - 6:30 p.m	2345 Middlefield Road Redwood City	Excited to participate
Trader Joe’s	(650) 594-2138	8:00 a.m. - 9:00 p.m.	1482 El Camino Real San Carlos	Tentative interest – (Capacity of \$35 donation per year)
Whole Foods	(650) 367-1400	Seven days a week: 8:00 a.m. - 10:00 p.m.	1250 Jefferson Ave Redwood City	Possible food donations



* All contacts listed below events have expressed interest in getting involved with Redwood City's efforts and are interested in being contacted when the events are planned.

The following events and classes can be implemented as part of SFAM or can be held independently throughout the year.

Symbol Key:

Best suited to only be done during SFAM	
Able to be continued at a time besides SFAM/held throughout the year independently	
Only able to be held seasonally	



Event 1: Foraging Walk

Purpose: To inform and excite the Redwood City community about the ultimate sustainable food – edible weeds found in backyards and outdoor public spaces. With this knowledge, the community has the power to rely less heavily on produce from environmentally degrading agricultural operations or high amounts of transportation, while saving money.

Details:

- What:
- Instruction on edible weeds found in parks and backyards
 - Run by a guide from the community or a local non-profit
 - Participants forage weeds to take home with them
 - Participants receive several recipes for future use
 - All participants sign a waiver

When: • Held on a weekend for 2 hours

Where: • A park, backyards, or a community center area, to be decided at own discretion

Wild food **Recipes** to be handed out to participants: (www.wildmanstevebrill.com – Brill,



"Wildman" Steve. The Wild Vegetarian Cookbook. New York: Harvard Common P, 2002.)

Acorn Tortillas

Dry Ingredients:

- 7 oz. sweet brown rice flour or any whole-grain flour
- $\frac{1}{3}$ cup arrowroot
- 4 oz. acorn (*Quercus* species) flour *(recipe below)
- $\frac{1}{2}$ tsp. Vege-sal or salt, or to taste

Wet Ingredients:

- 3 tbs. corn oil
- $\frac{1}{2}$ cup lukewarm water, or as needed

1. "Mix together the dry ingredients.
2. "Stir in the corn oil, then the lukewarm water. Use enough water to make a soft dough that you can press into a very thin sheet between your fingers. If the dough is too sticky to work, add more flour.
3. "Divide the dough into 6 balls.
4. "Roll the balls into flat, round disks about $\frac{1}{8}$ inch thick between 2 sheets of wax paper with a rolling pin, or flatten into disks with a tortilla press.
5. "Cook each disk on both sides on a very hot un-oiled griddle until flecked with brown, less than 1 minute altogether. Don't overcook or the tortillas will get hard. You may brush cooked tortillas with corn oil, or spoon them with chili sauce and roll them up, using the Mexican fillings. Sauces such as guacamole or hot sauce are also suitable. Some cooks will fry the filled tortillas in $\frac{1}{4}$ inch of oil, but this creates food unnecessarily high in fat.

"A healthier alternative is brushing the outside of the rolled tortilla with corn oil and baking it 10-15 minutes in a 350° F oven.

"Note: You may keep cooked tortillas warm in a covered baking dish in an oven on the lowest setting, or refrigerate or freeze them, then reheat briefly on a hot griddle."

Makes 6 tortillas

Cooking Time = 30 minutes

- Acorn Flour *(to be used in acorn tortillas)

"Acorns contain bitter, unhealthful tannin in varying concentrations. Here's the way to remove it and make the acorns edible. Ignore this recipe if you're a squirrel, because you're already adapted to handling concentrated tannin.

"Use acorns in the white oak group, those species with blunt-tipped leaves. Acorns in the red



oak group, with pointy-tipped leaves (the tips resemble needles) contain too much bitter, unhealthful tannin to leach out easily with the following method.

1. "Boil acorns in water 1-2 minutes to loosen their shells.
2. "When cool, cut them into quarters with a paring knife to shell more readily.
3. "Shell the acorns, discarding any insect-damaged, internally blackened ones.
4. "Put 1-1/2 cups of acorns in a blender, fill almost to the top with water, and blend until finely chopped, the size of rice grains (to create more surface area for the boiling water to act on).
5. "Boil the acorn bits 5-10 minutes in water, and taste one of the largest pieces. If it has any trace of bitterness, change the water again, repeating this procedure until all the bitterness is gone.
6. "Drain and use within a couple of days (acorns are very perishable, raw or cooked) or freeze.
7. "You can dry acorns in a food dehydrator, or on a cookie sheet in an oven on the lowest setting, with the door ajar to release the water vapor
8. "When the acorns are dry, you can grind them into flour in a grain mill, spice grinder, or blender.

Wild Blackberry Cobbler

Ingredients:

- 5 cups wild blackberries
- 2 tbs tapioca pearls, ground into a powder
- ½ cup plus 1 tbs unsweetened apple juice
- ¼ tsp ground cardamom seeds
- 1 tsp dried orange rind, or ½ tsp orange extract
- 1 tsp dried mint, finely crumbled
- 1½ cups sweet brown rice flour, or any whole grain flour
- 2 tbs apricot kernel oil, walnut oil, almond oil, or corn oil
- 1¼ tsp cream of tartar
- ½ tsp baking soda
- ½ tsp ground cinnamon, plus more for top
- ½ tsp freshly grated nutmeg
- ¼ tsp finely chopped common spicebush berries, or finely ground allspice berries
- ¼ tsp salt
- ¼ cup corn oil
- 3 tbs soy milk, almond milk, or unsweetened fruit juice, or as needed



1. "Preheat the oven to 350 degrees.
2. "Mix the blackberries, ground tapioca, 1/2 cup of the apple juice, the orange rind, mint, and cardamom together in a large bowl. Transfer the mixture to a 14 x 9 x 2-inch oiled baking dish.
3. "Sprinkle the fruit mixture with 3 tablespoons of the flour and dot with the apricot kernel oil.
4. "In a medium-size bowl, mix together the remaining flour, the cream of tartar, baking soda, cinnamon, spicebush berries, nutmeg, and salt.
5. "Mix in the corn oil, and then stir in the remaining 1 tablespoon apple juice and enough soy milk to make a dough that's neither sticky nor crumbly.
6. "Using a rolling pin covered with a floured sleeve and working on a floured pastry sheet, roll the dough out 1/4 inch thick in the shape of your baking dish.
7. "Transfer the rolled out pastry onto the berry layer, cut slits for steam to escape, and sprinkle on more cinnamon for color, if desired.
8. "Bake the cobbler until bubbly, about 40 minutes. Serve hot or cold."

Serves 6 - 8

Perfect Purslane Salad

Ingredients:

- 2 cups purslane leaves and stems, chopped
- 2 cooked potatoes, chopped
- 4 cups mesclun salad greens or wild greens (i.e., lamb's quarters, lady's thumb, Asiatic dayflower)
- 1 bunch scallions, chopped
- 1 medium carrot, grated
- 1 red bell pepper, chopped

1. "Mix together all ingredients, toss with your salad dressing of choice, and serve."

Serves 6

Mulberry Cobbler

Fruit Layer Ingredients:

- 6 cups mulberries (any species)
- 1/2 cup fresh orange juice



- 2 tablespoons kudzu or arrowroot
- 2 teaspoons vanilla extract
- 1 1/2 tablespoons chopped fresh wild spearmint or other mint
- 1/2 teaspoon almond extract
- 1/2 teaspoon liquid stevia or 2 tablespoons honey, barley malt, or rice syrup

Crumble Layer Ingredients:

- 2 1/2 cups fresh bread crumbs
- 1/4 cup corn oil or flaxseed oil
- 1 cup shelled raw pistachio nuts or other nuts, chopped
- 1/2 teaspoon salt
- 1 teaspoon ground cinnamon

1. "Preheat the oven to 350 degrees.
2. "To make the fruit layer: combine the fruit layer ingredients in a bowl and then pour the mixture into a 3-quart casserole dish.
3. "To make the crumble topping: combine the crumble topping ingredients except the cinnamon. Press the crumble mixture on top of the fruit layer. Sprinkle the cinnamon on top.
4. "Bake for 40 minutes."

Ginkgo Rice

Ingredients:

- 4 cups water
- 1 cup basmati brown rice
- 1 cup sweet brown rice
- 1 cup shelled ginkgo (Ginkgo biloba) nuts
- 1/2 cup dried wakame (edible kelp, Alaria esculente), or any other edible seaweed, soaked 5 minutes and rinsed
- 1-1/2 tbs. olive oil
- 1/2 tbs. Vege-sal or tamari soy sauce
- 1 tsp. thyme, ground

1. "Bring all ingredients to boil in a saucepan (or use a rice cooker), reduce heat, and simmer, covered, 45 minutes or until all the liquid is absorbed."

Makes 6 cups



Dandelion Sauté

Ingredients:

- 4 cups chopped dandelion leaves
- 3 cups chopped onions
- 3 tablespoons olive oil
- 2 cups grated wild or commercial carrots
- 1 tablespoon tamari soy sauce
- 1 tablespoon of wine.
- A few cloves of minced garlic
- Optional: Black pepper to taste

1. “Sauté the onions in the olive oil.
2. “When soft, add the carrots, dandelions, garlic, wine and soy sauce.
3. “Cook for 10-20 minutes until all the flavors meld.”

Serves 6

Similar Events:

- Eat Real “Foraging Walks” in Oakland, CA
<http://www.eatrealfest.com/guidedforagingwalk>
- Slow Foods “Edible Weeds Workshop”
<http://slowfoodnorthernohio.blogspot.com/2007/08/event-recap-edible-weeds-workshop.html>



Event 2

Sustainable Food Workshop: Create Your Own Garden *

Purpose: To teach the Redwood City community valuable techniques and skills for implementing personal backyard gardens. The workshop could also be helpful to those who wish to start a plot or get involved with one of the community gardens.

Details:

What: A one-day, multi-day, or weekend workshop (TBD by preference of instructor and availability) to equip community members with the basic skills and knowledge to create their own backyard or rooftop garden. Topics include:

- the biointensive method – integrated pest management and companion planting



- composting
- bed preparation
- starting seeds

When: • Held on a weekend for a few hours (up to discretion of instructor)

- During the early spring (March or April) – the time when people should start to think about planting a garden

Where: • A community center, a Redwood City school district school garden, a Redwood City community garden, or a local farm

Who: • Participants: Redwood City community

- Instructor: public school garden teacher, Hidden Villa farmer, or community member

Contacts:

1) Jason McKenney
Hidden Villa
26870 Moody Road
Los Altos Hills, CA 94022

2) Erica Spacher
Redwood City Green Coordinator
espacher@redwoodcity.org

- * Can also promote educational workshops sponsored by Hidden Villa farm in Los Altos
<http://hiddenvilla.org/calendar9.ph>

Similar Events:

- Class: Grow More Food Than You Ever Thought Possible, San Francisco Bay Area, CA
<http://www.omorganics.org/page.php?pageid=164/>
- Workshop: Eat Local, San Francisco Bay Area, CA
<http://www.omorganics.org/page.php?pageid=164/>
- Buy Fresh Buy Local Campaign in western PA
<http://buylocalpa.org/event/chapter/southwest/September/2009>
- Classes taught by Common Ground in Palo Alto, CA, such as the “Introduction to Grow Biointensive,” “Companion Planting,” “Composting,” “Planning Your Garden,” and “Compost Crops and Rotation.”
<http://www.commongroundinpaloalto.org/upcomingclasses.htm>





Event 3

Sustainable Food workshop: Alternative Food Sources & Food Preparation Methods*

Purpose: To inform residents about various methods of accessing, preparing, and preserving food and to generate enthusiasm about alternative food options.

Details:

What: • Taught by local experts, nutritionists

- Residents learn about canning, vegetable fermentation, foraging/edible weeds, and bread making
 - *Canning*: “How to” handouts and demo, recipes, display, tasting of home-canned food
 - *Vegetable fermentation*: Participants bring materials (vegetables they want to ferment, glass jar, sea salt, knife, jar), “How to” demo
 - *Foraging/edible weeds*: Lesson on gathering edible weeds/plants, foraging walk, recipes for foraged food
 - *Bread making*: Bread-baking demo
- Small fee or suggested donation to offset cost of some materials

When: • Day long event or split among several days

- Preferably during SFAM

Where: • Booths at farmer’s market, community centers, parks (foraging/edible weeds), Restaurants/community centers (bread making)

- * Can also promote educational workshops sponsored by Hidden Villa farm in Los Altos
- <http://hiddenvilla.org/calendar9.ph>

Similar events:

- Pennsylvania Buy Fresh, Buy Local – Of Course U Can: Canning 101, Bread making Class
<http://buylocalpa.org/event/view/647>, <http://buylocalpa.org/event/view/588>
- Bay Area Workshop: Eat Local
<http://www.ecologycenter.org/calendar/event.php?eventID=30141>
- Eat Maine Foods! – Vegetable Fermenting Workshop
http://eatmainefoods.ning.com/xn/detail/2003922:Event:22575?xg_source=activity
- Slow Foods – Edible Weeds Workshop
<http://slowfoodnorthernohio.blogspot.com/2007/08/event-recap-edible-weeds->





Event 4

Recipe Competition and “Best of Redwood City” Cookbook

Purpose: To excite the community about the use of sustainable foods in their favorite recipes and to promote those recipes through the production of a cookbook.

Details:

What: • recipe competition using local and sustainable foods

- community groups or individuals can enter to cook and submit a recipe
- panel of judges from Redwood City taste each of the recipes and judge which ones are best
- groups or individuals can submit recipes without being a part of the cooking competition
- the best recipes are included and printed in a “Best of Redwood City” cookbook (see contacts below for printing information)
 - will be distributed to recipe contributors for free and to other members of the community for a small price that will benefit RC’s school and community gardens or sustainable food events and educational programs.

Where: • a community center or a banquet room at City Hall

When: • a Friday evening or weekend afternoon

- during SFAM
- cookbook printed afterwards and is mailed immediately to contributors and made available to others at community centers, public events, and at City Hall

Similar Events:

- “HomeGrown Festival” in Ann Arbor, MI
<http://homegrownfestival.org/>





Event 5

Cultural Food Festival

Purpose: To mobilize and excite the community about seasonal, local foods and how these can be used in culturally appropriate recipes. Also, this event will showcase the ethnic and cultural diversity that exists in Redwood City.

Details:

What: • an outdoor or indoor festival in a community center

- community/cultural groups or organizations set up teams or groups that cook cultural foods using sustainable, and seasonal and local if possible, ingredients
- live music by cultural, local bands
- community members come for free or for a small donation that benefits the school and community gardens or Redwood City sustainable food month events and educational opportunities
- possible opportunity for supermarkets to distribute coupons for sustainable food (see contacts for grocery stores under “General Contacts”)

Where: • a community center, either outdoors or indoors, or outdoors downtown

When: • a weekend afternoon, for example from 1-5 pm

- during SFAM

Similar Events:

- Oakland Eat Real Festival in Oakland, CA

<http://eatrealfest.com/faq>

- “HomeGrown Festival” in Ann Arbor, MI

<http://homegrownfestival.org/>

- “Food For Thought Festival” in Madison, WI

<http://www.reapfoodgroup.org/Programs-Events/food-for-thought-festival.html>



Event 6

Redwood City: Eat Real Dinner Festival

Purpose: To provide residents with the opportunity to learn about their local food options and



to see and sample meals that can be made with these foods. This event will also generate publicity for the chef and the restaurant, attract additional business to the downtown area, and help facilitate community bonds over sustainable food issues.

Details:

- What:
- Restaurant chefs prepare dishes that highlight local/organic products
 - Feature a set menu with a set price for the evening
 - One to three restaurants per evening: restaurants can choose to partner up or participate independently
 - Participants can sample food from several restaurants or elect to eat an entire meal at a single restaurant
 - Portion of proceeds to be donated to local food organizations (perhaps Hidden Villa) or for Redwood City school/community gardens

Where: • Inside participating restaurants

When: • Held on a Friday or Saturday evening during SFAM

Similar Events:

- Oakland Eat Real Festival – “Keeping It Real” Dinners
<http://www.eatrealfest.com/keepingitrealdinners>
- REAP Food Group’s Local Harvest: A Taste of the Town
<http://homegrownfestival.org/>



Event 7

“Meet the Farmers” Dinner

Purpose: To present residents with opportunities to learn about their local food options and see/taste meals that can be made with these foods. It will also allow residents and farmers to form a more personal relationship and generate publicity for the chef and the restaurant.

Details:

- What:
- Dinner that brings together local farmers and Redwood City residents
 - Feature a set menu with a set price for the evening
 - Cuisine prepared by restaurant chef



- Meal comprised of locally harvested foods from farmers' farms
- Can also be combined with Redwood City Eat Real Dinner Festival

Where: • Participating restaurant

When: • Given night(s) during the year, preferably during SFAM

Similar events:

- Pennsylvania Buy Fresh, Buy Local – “Meet the Farmers” Dinner
<http://buylocalpa.org/event/view/655>
- Katonah, NY - “Meet the Farmer” Harvest Dinner
<http://katonahgreencalendar.blogspot.com/2009/10/meet-farmer-dinner-nov-11-bedford-hills.html>
- Ammo Restaurant’s Quarterly “Farm-to-Table” Dinner
<http://blogs.laweekly.com/squidink/wine-and-food-pairing/farm-to-table-dinners-at-ammo/>
<http://www.ammocafe.com/>



Event 8

Monthly Sustainable Feasts

Purpose: To energize and unite the community around sustainable food. This event will help bring the Redwood City community together, teach about vegetarian cooking techniques, and increase awareness of sustainable food.

Details:

- What: • Every month, a small group of people cook and eat a dinner together that:
- made with locally grown, seasonal ingredients
 - contains food that is sustainable as possible (this means no meat, as it is high-carbon)
 - People can register by phone or email to the coordinator
 - Participants pay a small fee (\$5 – 8)

Where: • A home or apartment in Redwood City, or a community center kitchen

When: • Weekday evenings or weekend evenings



- Once per month
- Occurs year-round and is not specifically affiliated with SFAM, but a larger one can be done during SFAM at a larger space, such as a community center, potluck style

Similar Events:

- “Frugal Foodies Tuesday Night Dinners” in Oakland, CA
<http://www.frugalfoodies.com/index.html>
- “Supper Club” movement happening in New York City, London, and elsewhere
<http://www.solodining.com/supperclubs-usa.html>



Event 9

In-School Poster Contest on Sustainable Food Awareness

Purpose: To increase youth awareness of the growing significance of the link between food and climate change, to generate student’s enthusiasm and pro-active behavior, and to get parents involved through their children.

Details:

- What:**
- An Elementary/Middle/High School or Redwood City School District-run poster competition
 - Instruct students to create posters that express their thoughts on the link between food and climate change (can also be incorporated into art or science curriculum)
 - Judging of posters split by grade levels (K-1, 2-3, 4-6, 7-9, 10-12)
 - Judged by designated Redwood City official(s)
 - Feature winning posters in district schools, city newsletters, newspapers, sustainable food campaigns etc
- Where:**
- Within participating schools in Redwood City
- When:**
- Two-week poster submission period at any point during the school year
 - Winning poster featured until the following school year



Similar events:

- California Farm Water Coalition – Water Awareness Month Poster Contest
<http://www.farmwater.org/Content/Water-Awareness-Month-Poster-Contest.html>
- Missouri Dept of Natural Resources “Food for the Future” Poster contest
<http://www.dnr.mo.gov/env/swcp/pcontest/pcontest-2003.htm>



Event 10

Movie Screenings of “Food, Inc.” and “Fresh”

Purpose: To serve as a “wake-up call” and a “call to action” for residents. This screening will also facilitate community discussion about food issues, and to mobilize community group to advocate for sustainable food choices in Redwood City.

Details:

What: • Screening of food documentaries “Food, Inc.” and “Fresh”

- “Food, Inc.” *Produced and directed by Robert Kenner*

Shocking revelations about America’s food industry, the food we eat, its effects on us, and ramifications for our country’s future

DVD available for purchase at most entertainment retailers

- “Fresh” *Produced and directed by Ana Sofia Joanes*

Celebration of individuals throughout the country who have developed and promoted healthier, more sustainable food system methods

Must purchase screening materials online (see details below)

- Local snacks and beverages served or available for purchase
- Free screening or small fee to be decided upon depending on type of screening, venue, and available City funds

Where: • Community center, private homes (for private screenings)

When: • Friday/Saturday evening or Sunday afternoon screening, during SFAM

Additional information on the films, such as purchasing screening materials, as well as supplemental discussion guides, promotional and educational material, and more:

“Food, Inc.” - <http://www.foodincmovie.com/index.php>



“Fresh” - <http://www.freshthemovie.com/>

Similar events:

• Pennsylvania Buy Fresh, Buy Local:

- Fresh the movie: community screening
<http://www.buylocalpa.org/event/view/668>
- Movie screening: Food, Inc.
<http://www.buylocalpa.org/event/view/78>



Eat Well Redwood City Website Outline

This section outlines what a website that promotes sustainable food in Redwood City might consist of. This is mainly to guide Redwood City and provide information for building a page dedicated to food. It contains larger, bolded headings that would be main pages and smaller, italicized headings that would be sub-pages.

I. What is Sustainable Food?

a. Definition

- i. Food that is grown, processed, and transported in ways that:
 - have the least negative impact on natural resources
 - release a minimum of fossil fuel emissions
 - are able to be continued far into the future, preserving soil health, environmental health and human health
 - provide enough food for the world's population
 1. In 1990, the US government defined sustainable food as:
“an integrated system of plant and animal production practices having a site-specific application that will, over the long term, satisfy human food and fiber needs; enhance environmental quality and the natural resource base upon which the agricultural economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole.”⁵¹ (Public Law 101-624, Title XVI, Subtitle A, Section 1683)
- ii. To determine whether a given food is sustainable, one must consider whether it is organic, local, or low-carbon.
- iii. About 19% of the US' carbon dioxide emissions can be linked to the food system. Currently, on average, 10 calories of fossil fuel are exhausted as greenhouse gases in the production of one calorie of supermarket food.⁵²
 1. These fossil fuels are emitted at many different levels of the food system: though agriculture practices, meat production, food procession, transportation, and waste.

b. Organic Food

- i. Organically grown produce is most commonly defined as cultivated:
 - without the use of synthetic pesticides and fertilizers, which are made from petroleum and natural gas

⁵¹ Kim Carlson, “Sustainable food, defined: What does sustainable agriculture mean, anyway?” Culinate, http://www.culinate.com/articles/sift/sustainable_food_defined.

⁵² Michael Pollan, "An Open Letter to the Next Farmer in Chief," *New York Times*, October 12, 2008, New York Edition; Mario Giampietro and David Pimentel, “The Tightening Conflict: Population, Energy Use, and the Ecology of Agriculture” (paper presented at the Negative Population Growth Forum, 1993).



- with biological and cultural pest management, which involves diversity of crop fields to minimize pests
- in a closed-loop system – crop and animal waste is composted and then put back into the soil, increasing soil health and fertility and minimizing environmentally harmful waste
 1. When plant waste decomposes in a landfill, it releases high amounts of methane gas, a greenhouse gas 25 time more potent than carbon dioxide.
- ii. Certified organic farms by USDA have paid a fee and matched specific guidelines. The USDA defines the term organic as:

“Organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation.”

(<http://www.ams.usda.gov/nop/Consumers/brochure.html>).
- iii. It is important to consider that even organic food may not be the most sustainable food choice.
 1. Meat production, while possibly labeled as “organic” still releases many more calories of fossil fuel than other food options, such as legumes and nuts.
 2. How organic food makes its way to you is also important. Produce shipped from far away, specifically via air or trucking, releases large quantities of greenhouse gases. Organic produce shipped by air may be less sustainable than conventionally grown produce.

c. Local Food

- i. What qualifies food as “local” is a matter of debate, but it is commonly classified as having been grown within 100 miles of where it is consumed.
 1. This cuts down on emissions due to transportation.
 - a. It is important to consider that food that needs refrigeration during transport, even if produced within 100 miles, is still using a significant amount of energy during transport.
- ii. Not all locally grown food is equally sustainable.
 1. Not all local food is grown organically. Ask your local growers at farmers’ markets about their farming practices. If enough of the community desires organically grown foods, farmers may be encouraged to change their methods.
 2. Some locally grown foods, such as tomatoes, are cultivated in hothouses, using a lot of energy.
- iii. Supporting local, organic farms helps to boost the local economy, builds strong communities, and supports agriculture that preserves environmental and soil health.



d. *Low Carbon Food*

- i. Low Carbon food is choosing food based on lowest greenhouse gas emissions and fossil fuel consumption. It is in many ways a synthesis of organic and local food and can be understood in terms of:
 - how intensive the method of production was
 - the amount of agricultural chemicals used
 - the amount of energy used both in production and eventual transport
- ii. For example, organic red meat from a farm 10 miles away is not a low carbon food. Although the farm is nearby, the practice of raising animals for meat consumes much more land, water, and energy than growing, overshadowing the benefit of the meat's proximity.
- iii. Processing and packaging are important contributors to a food's carbon footprint. By choosing minimally processed foods and foods with little packaging, one can make their diet more low carbon.

II. Why is Sustainable Food Important?

a. *Greenhouse Gases in the Food System*

- i. Our current food system is responsible for 19% of the total carbon dioxide emitted in the US.⁵³ The biggest carbon dioxide culprits in the food system are agricultural practices, meat production, food processing, transportation, and waste.
 1. Agriculture Production: A large quantity of energy is utilized for fuel/electricity for machinery and equipment operation, lighting on the farm, cooling/heating of buildings, and through chemicals and fertilizers produced off the farm.⁵⁴
 2. Meat & Dairy Production: In 2009, the World Watch Institute suggested that livestock activities are responsible for approximately half of the world's greenhouse gases.⁵⁵ Livestock emissions are primarily in the form of methane, a greenhouse gas with 25 times the warming potential of carbon dioxide. Methane and other greenhouse gases are emitted during land degradation, waste management, and livestock respiration.

⁵³ Michael Pollan, "An Open Letter to the Next Farmer in Chief," *New York Times*, October 12, 2008, New York Edition; Mario Giampietro and David Pimentel, "The Tightening Conflict: Population, Energy Use, and the Ecology of Agriculture" (paper presented at the Negative Population Growth Forum, 1993).

⁵⁴ U.S. Congressional Research Service, *Energy Use in Agriculture: Background and Issues*, RL32677, November 19, 2004, by Randy Schnepf.

⁵⁵ Robert Goodland and Jeff Anhang, "Livestock and Climate Change," *World Watch Magazine*, November/December 2009.



3. Food Packaging, Processing, and Refrigeration: This part of the food system is responsible for almost a quarter of the energy used in the food system.⁵⁶ For some foods, packaging alone is 25% of its total emissions.
4. Transportation: Transportation of domestic and imported food produces about 240 million tons of carbon dioxide emissions, annually. This is about 4% of the U.S.'s total greenhouse gas emissions.⁵⁷ Food travels an average of 1,750 miles from its origin to the table. In fact, transporting "one-year's supply of out-of-state tomatoes to just one state...uses enough fossil fuel to drive an 18-wheeler around the world 249 times."⁵⁸ Sea transport is typically considered most efficient because it uses one-thirteenth of the fuel trucks use per ton of weight and one-fiftieth of the fuel air-freight uses.⁵⁹
5. Waste: A U.S. federal survey estimated that commercial food establishments throw out about 56 billion pounds of food each year. Meanwhile, the average American household disposes of about 456 pounds of waste annually.⁶⁰ This translates to a total of about 40-50% of all food purchased and produced in the U.S.⁶¹ Food waste contributes to climate change through emissions from the production of wasted food and methane emissions from decomposing food in landfills.

b. Environmental Benefits

- i. As consumers, choosing food with a low carbon content can have enormous benefits for the global fight against climate change. For

⁵⁶ "Fuels and Emissions from Industrial Agriculture," Food and Water Watch, <http://www.foodandwaterwatch.org/food/factoryfarms/dairy-and-meat-factories/climate-change/greenhouse-gas-industrial-agriculture>.

⁵⁷ Mason Inman, "'Eating Local' Has Little Effect on Warming, Study Says," *National Geographic News*, April 22, 2008, <http://news.nationalgeographic.com/news/2008/04/080422-green-food.html>.

⁵⁸ Small Planet and Slow Food On Campus, "Food and Climate Change Fact Sheet: Take Action Now," Table Tents, http://www.smallplanet.org/images/uploads/TableTents_factsheetFINALSEPT25.pdf

⁵⁹ Goodland and Anhang. Livestock and Climate Change," *World Watch Magazine*, November/December 2009.

⁶⁰ "Low Carbon Diet."

⁶¹ Vanessa Barrington, "World Hunger: Climate Change, Food Waste and Elegant Solutions," *Ecosalon*, March 18, 2009, <http://www.ecosalon.com/world-hunger-solutions>.



example, in Sweden, a set of guidelines based on both health and greenhouse gas potential, if rigorously followed, could reduce the country's emissions by 20 to 25 percent.⁶²

- ii. Reducing meat and dairy consumption is one of the most effective means of decreasing greenhouse gas emissions from the food system. If every American ate one meat-free meal per week, it would be equivalent to taking 5 million cars off the roads.⁶³ Methane, the main greenhouse gas associated with livestock production, lasts in the atmosphere for 8 years as compared to 100 years for carbon dioxide.⁶⁴ This provides us with an excellent opportunity to reduce our nation's total greenhouse gas emissions.
- iii. Modifying farming practices can also help decrease carbon emissions. Organic farming, for example, remove about two tons of carbon dioxide per acre and has almost no nitrous oxide emissions since it does not use synthetic fertilizers.⁶⁵

c. Health Benefits

- i. Highly processed food is full of more sugars and fats than our body is programmed to need. Such unhealthy excess leads to weight gain, obesity, and type 2 diabetes, which is one of the top 10 killers of Americans.
- ii. Monocropping in fossil fuel-intensive industrial agriculture decreases the amount of nutrients in the soil. This means there are less nutrients in the fruits and vegetables that we eat.
- iii. Meat production at Confined Animal Feeding Lots, where tons of methane are released, also releases airborne substances toxic to humans. The animal waste carries pathogens and antibiotic-resistant strains of bacteria, which often finds its way into the soil and our groundwater supplies. These are not things we want in our drinking water!

d. Economic Benefits

- i. Buying sustainable food has not only benefits for the climate, but also for the local and global economy.
- ii. Most of the money farmers earn is spent on seed, animal feed, and fertilizers. Because fertilizers and pesticides are made from fossil fuels, the fluctuation in prices of these commodities affect how much farmers have to pay. According to the USDA, farmers were paying twice as much

⁶² Elizabeth Rosenthal, "To Cut Global Warming, Swedes Study Their Plates," *New York Times*, October 22, 2009, By Degrees Section, New York edition.

⁶³ "Fighting Global Warming with Food: Low carbon choices for dinner," Environmental Defense Fund, <http://www.edf.org/article.cfm?contentid=6604>.

⁶⁴ Goodland & Anhang.

⁶⁵ Timothy LaSalle, "Organic Farming Could Stop Global Climate Change," Treehugger, November, 10, 2009, <http://www.treehugger.com/files/2009/10/organic-farming-could-stop-global-climate-change.php>.



for fertilizer in 2007 than they were in 2000. Therefore, it will soon be economically prudent for farmers to stop using fertilizer and seek out more sustainable growing methods. This will encourage farmers to grow crops organically and help us all move towards a sustainable food system.

- iii. The ‘food system’ also includes the interactions between farmers, unions, processors, retailers, consumers, and policymakers. Because of the increase in international food trade, family-scale farms have experienced increasing economic pressure. Choosing local foods can help support these local farmers. An average, conventional wheat farmer receives about six cents of each dollar spent on a loaf of bread, which is roughly the price of packaging. Farmers who sell their crops at farmer’s markets, however, receive approximately eighty to ninety cents for every dollar spent on their food.
- iv. Regional economies can also benefit from consumers’ decisions to choose sustainable food. For example, a Seattle case study suggests that if the population of the greater Seattle area bought 20% of its food from local farmers, it would create an extra one billion dollars a year in the local economy. Consequently, sustainable agriculture allows us the opportunity to rethink the value and importance of family farms.

III. Redwood City Food Newsletter Archive

- a. Check out the following month-by-month guides for sustainable eating tips, seasonal food lists, and recipe ideas:
 - i. 2010
 - 1. January
 - 2. February
 - 3. March
 - 4. April
 - 5. May
 - 6. June
 - 7. July
 - 8. August
 - 9. September
 - 10. October
 - 11. November
 - 12. December

IV. Upcoming Events in Redwood City

- a. Name of Event
- b. Location of Event
- c. Date and Time of Event
- d. Description/Other Details (relevance to sustainable food, cost, materials needed, weather permitting, sponsors etc)

V. How to Plan Events Around Sustainable Food

- a. Establish goal (outreach event, education, or community involvement)



- b. Determine target audience
- c. Reference other similar events online or the Redwood City “How To” Guide for Sustainable Foods Awareness Month (SFAM)
- d. Clarify specifics of event (what area of sustainable food/food system to stress)
- e. Calculate budget/find funding (decide if participants should be charged and at what fee)
- f. Secure venue, instructors, necessary permits/approval, materials etc (if needed)
- g. Contact necessary community members/businesses/organizations who may wish to get involved
- h. Advertise event

VI. Useful Links

- a. Carbon Calculator Websites
 - i. <http://www.eatlowcarbon.org/Carbon-Calculator.html>
 - 1. The Bon Appetit Management Company brings you a tool that lets you calculate the carbon impacts of your food choices.
 - ii. <http://www.nature.org/initiatives/climatechange/calculator/>
 - 1. The Nature Conservancy’s carbon footprint calculator helps estimate how much carbon is emitted by you and your household.
 - iii. http://www.epa.gov/climatechange/emissions/ind_calculator.html
 - 1. The United States Environmental Protection Agency’s calculator helps estimate a “ballpark” of your personal or your family’s greenhouse gas emissions.
 - iv. <http://www.terrappass.com/carbon-footprint-calculator/>
 - 1. Terrapass lets you calculate the separate carbon footprints of your driving, your air travel, and your home.
 - v. http://www.myfootprint.org/en/visitor_information/
 - 1. Redefining progress uses a quiz-format to help you determine how many planets you need to survive.
- b. How to Make Your Own Garden
 - i. <http://startagarden.com/>
 - 1. This website gives a beginner’s overview of how to prepare soil, plant seeds, and get a simple garden up and running.
 - ii. <http://www.mastergardeners.org/help>
 - 1. The Santa Clara County Master Gardeners website is a local resource with information about bay area plants and garden education opportunities.
 - iii. [INSERT LINK TO REDWOOD CITY COMMUNITY GARDEN WEBSITE MADE BY OTHER STANFORD FOOD GROUP]
 - 1. Check out this website to learn about how to start and maintain a garden in Redwood City.
- c. Seasonal Food and Recipes
 - i. <http://www.sustainabletable.org/kitchen/recipes/>
 - 1. Sustainable Table’s database of recipes includes information about ingredient seasonality.
 - ii. <http://www.sustainabletable.org/shop/eatseasonal/>



1. Sustainable Table and the Natural Resources Defense Council come together to let you search for in-season produce in your state.
- iii. <http://www.cuesa.org/seasonality/charts/vegetable.php>
 1. The San Francisco-based Center for Urban Education about Sustainable Agriculture provides charts of fruit and vegetable seasonality, as well as information about local flowers, plants, meats and dairy.
- d. Other Sustainable Food Info
 - i. <http://www.sustainabletable.org/home.php>
 1. Sustainable Table celebrates local sustainable food, educates consumers on food-related issues and works to build community through food.
 - ii. http://www.montereybayaquarium.org/cr/cr_seafoodwatch/sfw_recommendations.aspx
 1. The Monterey Bay Aquarium's Seafood Watch guide can help you determine what seafood is most sustainable depending on where you are and how it is caught.
 - iii. <http://food.change.org/>
 1. The Sustainable Food blog is a subset of change.org, an action-based source of up-to-date information about food issues.



Creating a Facebook Page

Step 1: Go to Facebook.com and create a Page.

Go to www.facebook.com. You will see this screen:

The screenshot shows the Facebook homepage with the 'Sign Up' section on the right. The 'Sign Up' section includes a 'Sign Up' button and a link that says 'Create a Page for a celebrity, band or business.' A black arrow points from the text 'Click here to create a Page for the city government.' to this link.

Click here to create a Page for the city government.

Step 2: Name and define the Page into a category.

After clicking the link pointed out above, you will see this screen:

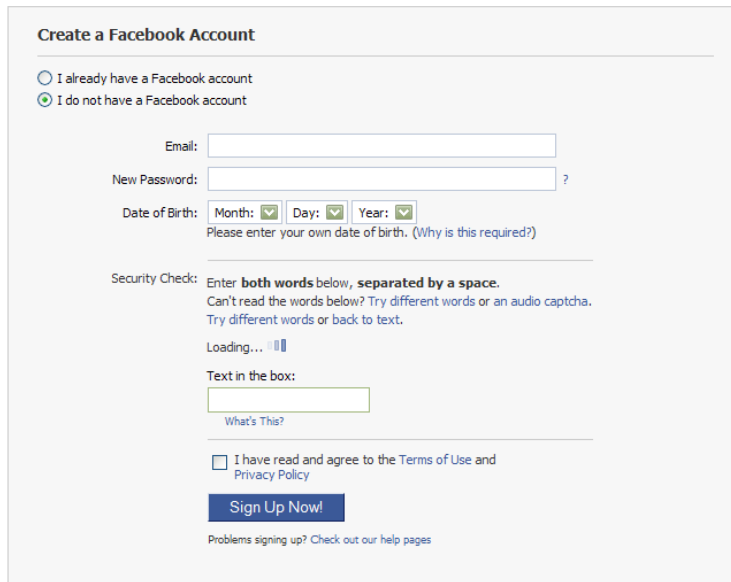
The screenshot shows the 'Create New Facebook Page' form. The 'Category' dropdown menu is set to 'Local'. The 'Name of Page' input field is empty. A black arrow points from the text 'Choose "Brand, Product, or Organization" and find "Government" in the drop-down menu.' to the 'Category' dropdown menu. Another black arrow points from the text 'Name the Page. Check the box below the name unless you want everyone to be able to see the Page before you are finished.' to the 'Name of Page' input field.

Create the Page by filling in the security check and pressing "Create Page."



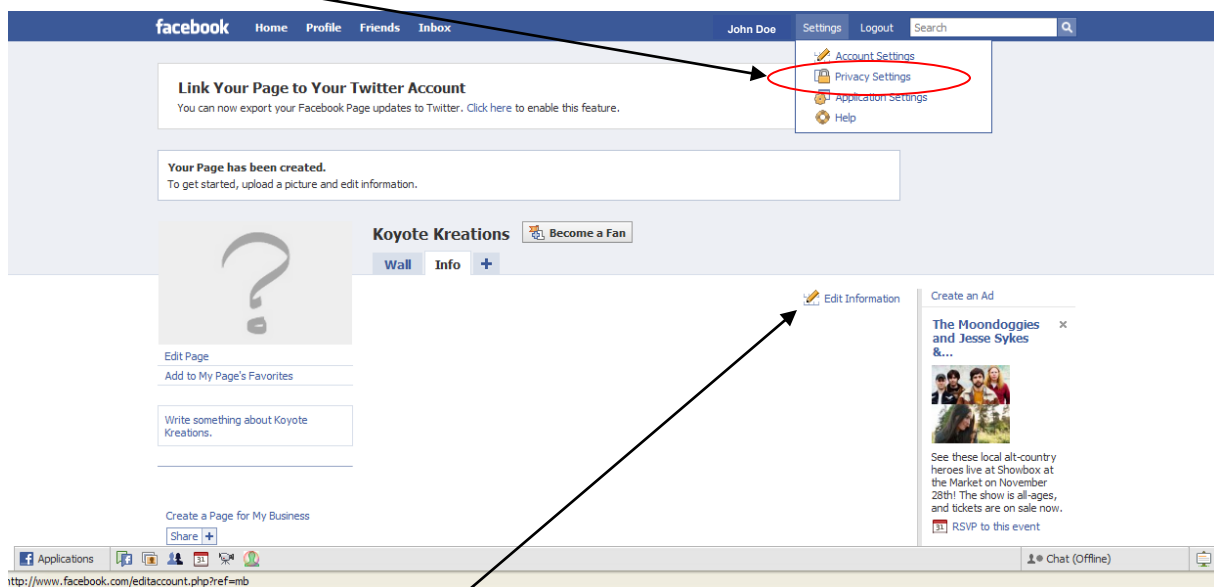
Step 3: Create a personal Facebook Page.

Facebook Pages that are not personal need an administrator(s) to keep them up. This person must have a personal Facebook Page. In this step, if you don't already have a Facebook account, you must create one. Make sure the person who does this is the person you want to be the Redwood City Page administrator!



The screenshot shows the 'Create a Facebook Account' form. It has two radio buttons: 'I already have a Facebook account' and 'I do not have a Facebook account' (which is selected). Below are fields for 'Email', 'New Password', and 'Date of Birth' (with dropdowns for Month, Day, and Year). A 'Security Check' section asks the user to enter words from a loading image. At the bottom, there is a checkbox for 'I have read and agree to the Terms of Use and Privacy Policy' and a 'Sign Up Now!' button.

You can put as little or as much information on your personal Page as you would like. You should also set the Privacy Settings, which are under “Settings” at the top of the Page.

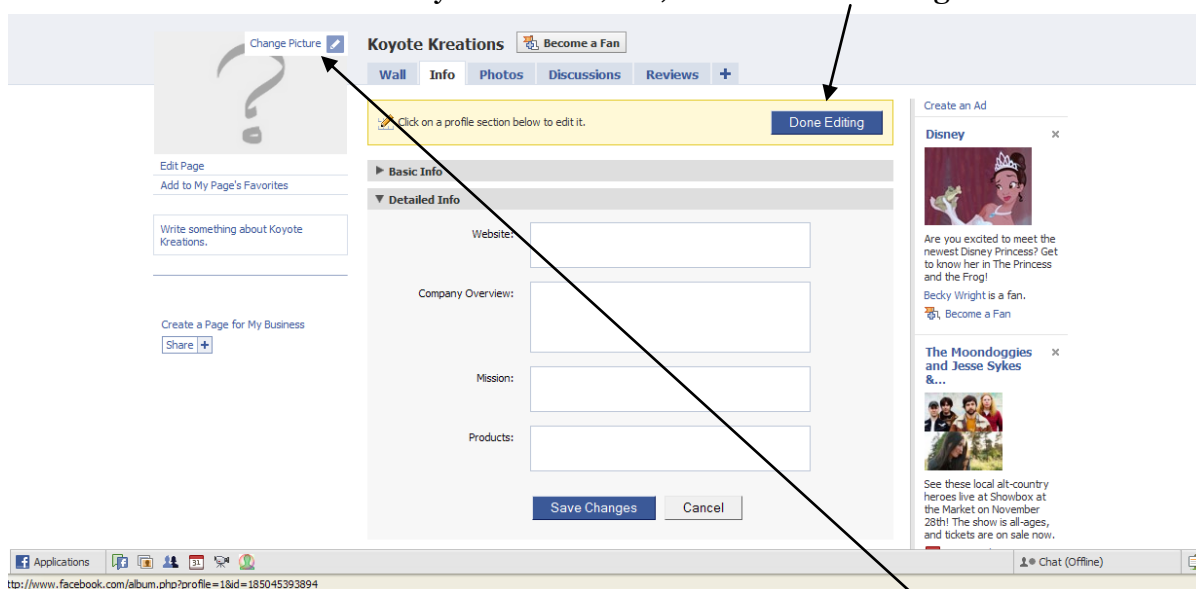


Step 4: Edit the city's info

Click “Edit Information.” This will give you the chance to put things like the city's

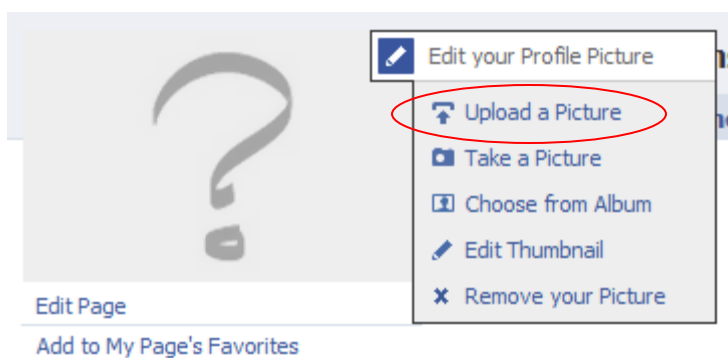


website and mission. When you are finished, click “Done Editing.”



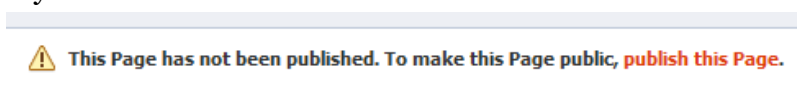
Step 5: Add a profile picture.

The profile picture is what shows up next to the name of your Facebook Page in search results. It is generally the first thing people notice when they visit your Page. To add one or edit it, put your cursor over the question mark on the upper left. A “Change Picture” button should appear. Click on it and a menu should appear, as shown below. Likely you will want to upload a picture, so pick that option and browse your files to find the picture you want.



Step 6: Publish your Page

Currently, your Page is not viewable to the public or searchable. At the top of the Page, it will say:



Click “publish this Page” and your Facebook Page will be public.

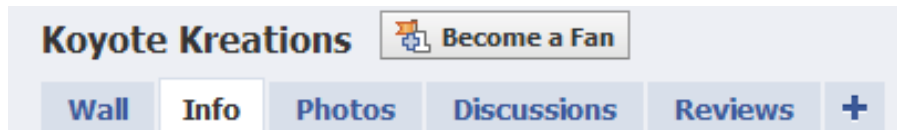
Congratulations! You now have a basic Facebook Page!



Facebook Page Features

TABS

At the top of every Page, there are a number of tabs. The most basic ones are **Wall**, **Info**, and **Photos**.



Wall

The wall is where the Page administrator can post updates about the city, interesting links, events, and many other things. If you set it up, fans of the Page can also do their own wall posts or comment on the city's posts [See *Settings*].

Post links with this button Post pictures with this button Post events with this button Post videos with this button

What's on your mind?

Attach: [Link] [Picture] [Event] [Video]

Share

Malama Maha`ulepu Just Fans Settings

Malama Maha`ulepu Nah- our meetings aren't at the beach and they aren't quite parties but almost! Very good company. Important cause. And we always need help.

Steering Committee Meetings
Everyone is welcomed to these regular first and third Wednesdays meetings during which core thinkers and doers for MM plan projects and activities and affirm that Maha`ulepu will be protected and conserved, as well as continuing to be loved and enjoyed, i
Time: 4:00PM Wednesday, October 21st
Location: Koloa Community Center
October 18 at 8:36pm · Comment · Like · Share

Malama Maha`ulepu
Steering Committee Meeting
Time: 4:00PM Wednesday, September 2nd
Location: Koloa Community Center
August 29 at 1:56pm · Comment · Like · Share

This box is where you can put simple updates, like "Redwood City got a new fax machine today!" Also, you can use the buttons above but you can also just copy and paste a link or describe an event in this box and Facebook will automatically format it.

Note also that events and photos can actually be added separately under the "Photos" or "Events" tabs. Those tabs allow more details or control.



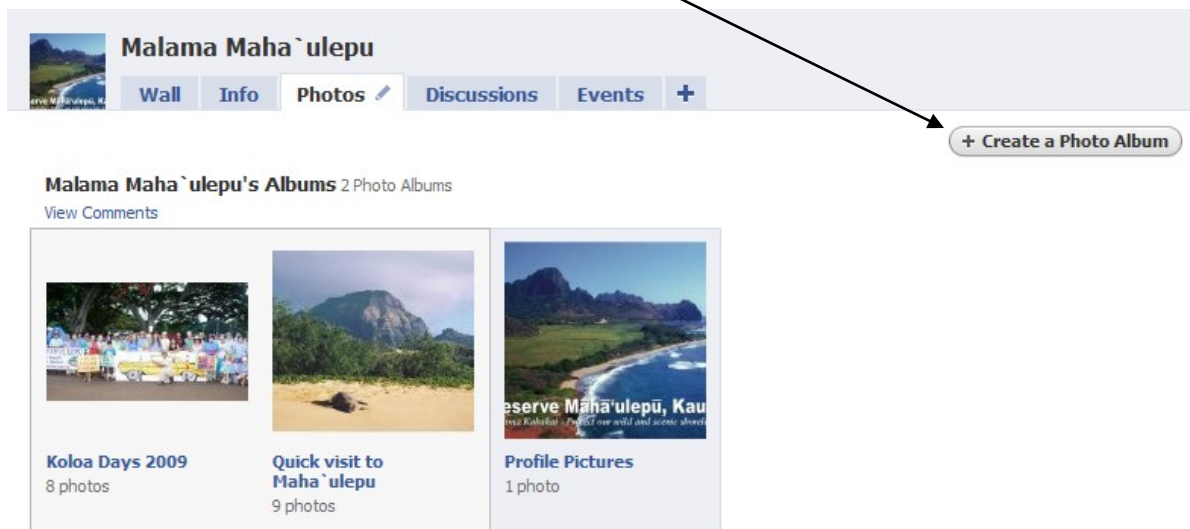
Info

This tab allows a fan to look at the city's information, which can be edited at any time by the city's Page administrator following the directions in Step 4 of "Creating a Facebook Page."

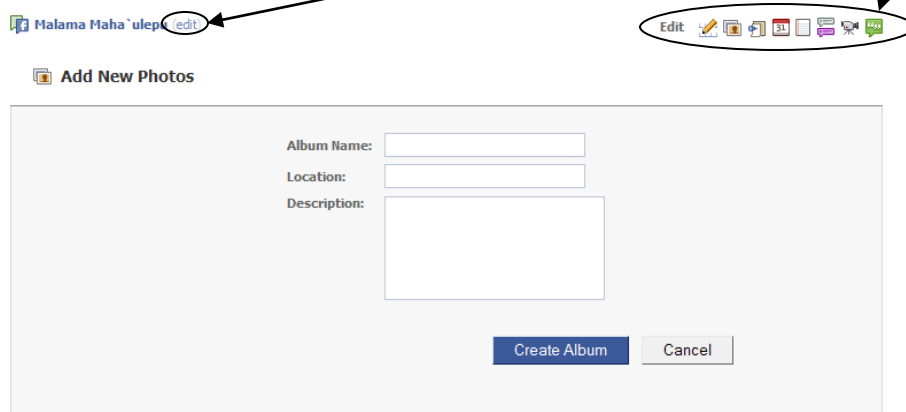
Photos

This tab allows the fans to view images uploaded by the city. These pictures are generally organized into albums, unlike the images uploaded through the wall which are single images. To create an album of pictures, follow these steps:

1. Click on the "Photos" tab
2. Click "Create a Photo Album"
3. Follow directions!



Note when you are creating an album, you are actually editing the Page. Therefore, at the top of the Page are options to edit its applications, like events or information. On the left side, you can even click "edit" to go to the Page's settings.

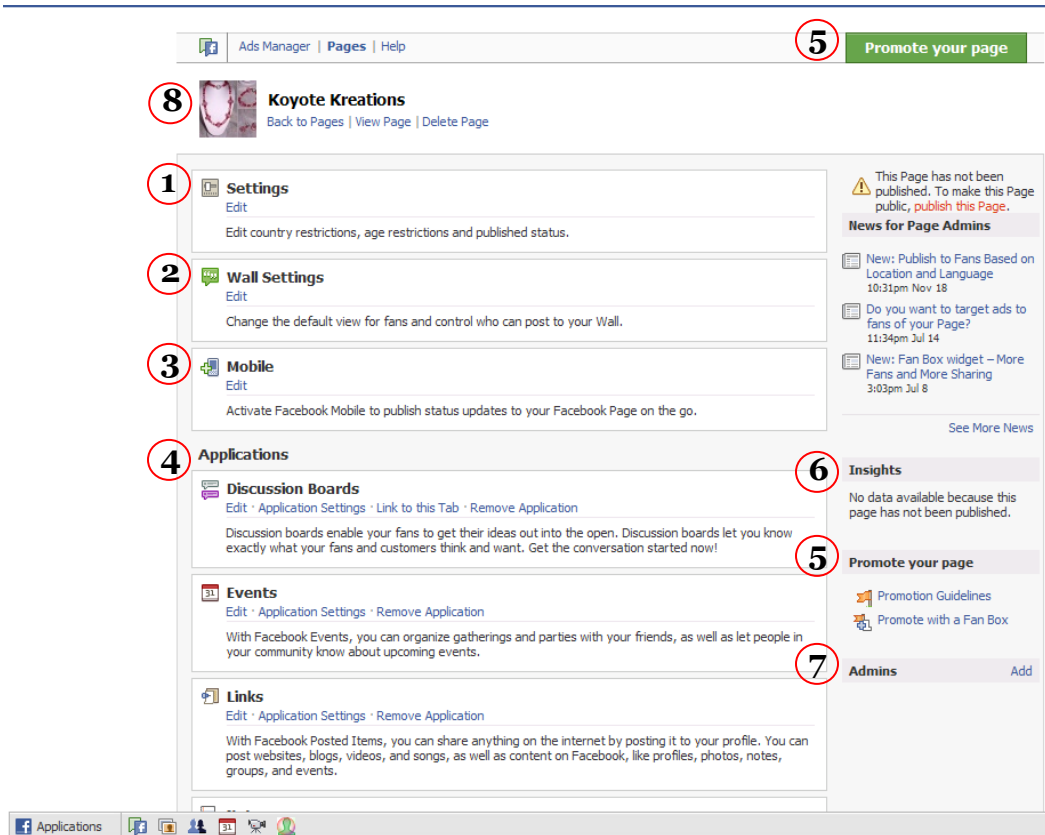


Other Tabs

You can add or get rid of tabs in the “Edit Page” settings Page. Tabs are actually a form of Facebook applications. For example, “Discussion” is an application that provides a space for fans of your Page to discuss a topic you provide. [See *Settings* to learn how to add or remove applications]

SETTINGS

To adjust the settings of your Page, click “Edit Page” under the profile picture. This link will bring you to this Page:



On this Page, you can:

1. Edit general settings like age restrictions or whether your Page is published or not
2. Determine who can post to your Page’s wall
3. Set up your mobile phone to allow you to post status updates from your phone
4. Edit, add, or remove applications. At the bottom of the Page, there is a link to “Other Applications” that you can browse and choose to add. Note that on the Page itself, the applications also appear on the left side.
5. Promote your Page. This generally means paying for a Facebook ad.

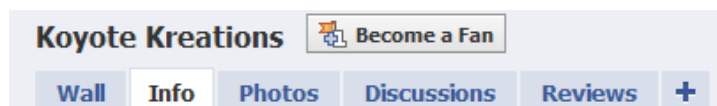


6. Learn about your fan base and Page activity. The “Insights” function gives your demographic information as well as who has been visiting your Page and how often.
7. Add Administrators to the Page.
8. Go to your other Pages, return to the current Page, or delete the current Page. Clicking “Back to Pages” will bring you to a list of the Pages you are an Admin of while “View Page” will bring you back to the Page you are currently editing.

FANS

How to become a fan of a Page

At the top of every Page that you are not already a fan of, there is a button that says “Become a Fan.”



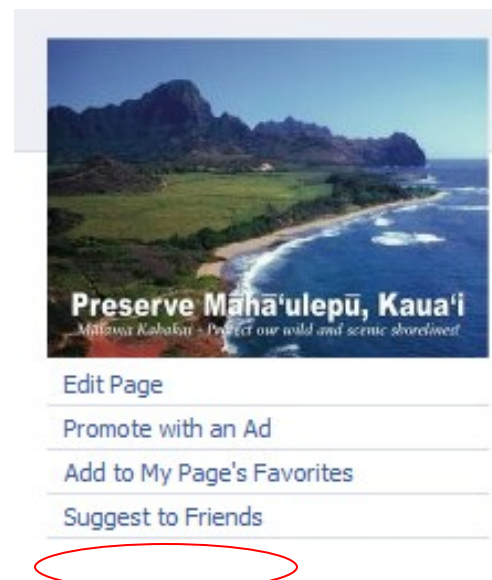
Clicking this will make the viewer a “fan” of the Page. This means:

- they will receive Page updates
- they will see the Page’s status updates in their Newsfeed (which is the homePage of any personal Facebook account)
- they can be invited to the Page’s events
- they can post on the Page’s wall *if* it is set up to allow Fan posts

Getting more fans

Facebook is a social network and so the main way to get more fans is simply through that network. You become a fan of it, one of your Facebook friends sees that, checks the Page out, and decides they want to be a fan as well. This process cycles over and over until you end up with loads of fans! To start this, you should become a fan and then go to the Page’s homePage. Under the profile picture, there will be a link that says “Suggest to Friends.”

Click on this and choose what friends you want to suggest the Page, too. If you want to filter your friends, you can then “Select All” of your filtered friend list.



Facebook ads

Another way to get more fans is to use a Facebook ad, which costs money depending on the number of clicks or impressions you get. To create a Facebook ad, you can:

1. Click the green “Get More Fans” button on the homePage
2. Click “Promote with an Ad” under the profile picture
3. Go to “Edit Page” under the profile picture and click the green “Promote your Page” button.

Learn more about how to make effective Facebook ads and see case studies here: <http://www.facebook.com/advertising/?src=fbj9#/advertising/>



FACEBOOK HELP RESOURCES

Facebook Help Center: <http://www.facebook.com/help.php>

Facebook Pages Tutorial: <http://www.facebook.com/advertising/?Pages>

(excellent resource for starting a Facebook Page)

Facebook “Getting Started”: http://www.facebook.com/help/new_user_guide.php

Facebook Safety: <http://www.facebook.com/safety/>

Facebook and Government Page: <http://www.facebook.com/government>

(lots of good examples of government entities using Facebook Pages)

