



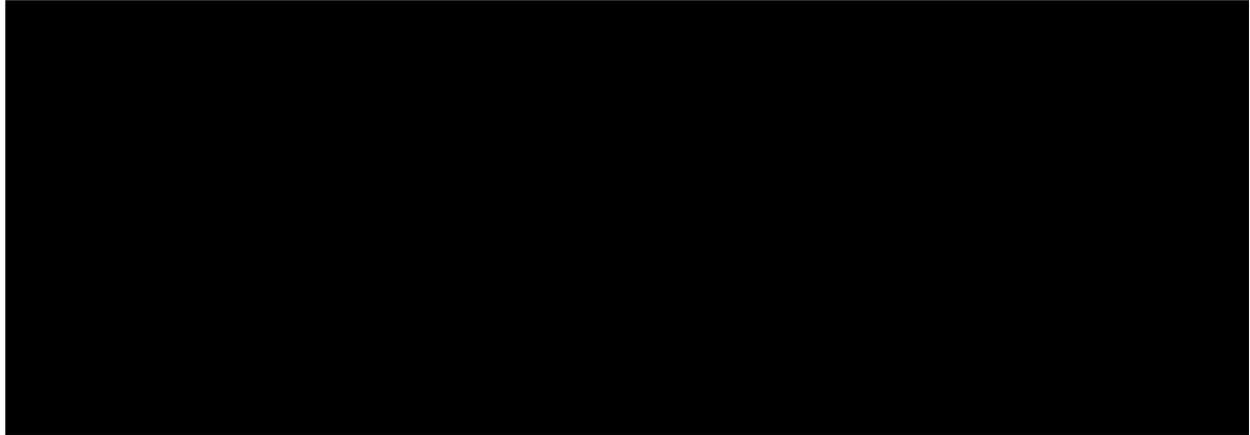
Sustainable Action Fund Grant Program

SMALL PROJECTS - APPLICATION

1. PROJECT TITLE: Another Food System is Possible

2. PROJECT TAGLINE: A panel event centering the perspective of farmworkers and how they envision the future of our local food system.

3. TEAM INFORMATION



4. PROJECT DETAILS

a. Describe your proposed project

This will be an on-campus event with four panel speakers. The theme of the presentation will be the future of our food system and how it is envisioned by local farmworkers. One of the speakers will be a leader of Familias Unidas por la Justicia, another a member of Community to Community Development, the third presenting their work with Immigration and Customs Enforcement resistance, and the keynote speaker will be Dr. Michael Dorsey.

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

We hope to give an alternative voice to the discussion on our current food system. This discussion is normally dominated by the most privileged in our society and often those who benefit from unsustainable agriculture practices. We believe students should learn from the people most disenfranchised by our current food system about their vision for how to change these unsustainable structures for the better. Too often our discussion of oppressive structures excludes the people most harmed by them, however it is critical to move forward under the leadership of the people who produce this community's agriculture and who have the most to gain from a more sustainable food system.

One goal we have is to learn about how this critical aspect of the economy is interconnected with both environmental degradation and societal oppression. We hope to take what we learn from the panelists and keynote speaker and to apply it to local struggles for a sustainable food system. The

organizers of this event also hope to take what we learn from the speakers to better lead social change on campus.

Specifically, we'd like to use this event as an opportunity to ask students to join us in action, and to invite them to following events.

Overall the focus of the discussion will be centered on what the speakers believe needs to be done by community members and local politicians to see change in our local food system. The majority of the discussion will be focused on the social issues in agriculture and the people oppressed by current systems. Dr. Dorsey will be speaking about political and environmental justice. Edgar Franks will be speaking about local organizing and local politics. Ramon Torres will be speaking about what he envisions of the future of our local food system as a farmworker, and his experiences with striving towards more just local agriculture. Maru Mora will also be speaking about the issues that farmworkers face, specifically the threat posed by Immigration and Customs Enforcement.

Our team recognizes that, in part due to the U.S. government and the nature of capitalism, our food system is often successful through bigoted and oppressive practices. The farmworkers that produce our food, both nationally and internationally are provided with the least amount of compensation and workers' rights that businesses can manage. Laborers in the transportation, processing, and packaging sector of this system suffer from similar unfair practices. Consumers are often hurt from bigoted advertisements and underregulated processed foods. Everyone is harmed by the environmental degradation due to underregulated business practices in the agriculture industry. People die from each aspect of exploitation described here and more.

Our team also recognizes that each person's liberation is intersected. We strongly believe that success is only legitimate under the leadership of those suffering from the oppressive system. We do not think people who have experienced and suffered less have a better understanding, stake, or ability to lead in truly fighting these forms of oppression. This is why we think it is so critical to center the voices and leadership of farmworkers in efforts to change the food system.

In Washington and on WWU's campus we have seen that privileged leaders often take credit for publicized social change. Community service is considered an extracurricular activity that only privileged people would even have the time to become involved in. However, we challenge this notion with the radical idea that our very careers and lifestyles should center social change, and that the most disenfranchised already dedicate their lives toward pressuring for social change. This is something that is never publicized, and an example is the work that Familias Unidas por la Justicia have led.

One of the major reasons we are hosting this event is that we would like to hear from local community members on specifically what change they believe needs to happen. From our experience, we expect they will discuss unionization of farmworkers and laborers, community pressure on city and county officials, and community efforts to make Bellingham a social sanctuary city. Perhaps the speakers will address what efforts can be done on campus to make ethical food more accessible for all students. Overall, we recognize that we need to move toward more locally sourced, organic, fair trade, environmentally responsible, and accessible food. We would like to hear how these speakers have experienced problems in our local food system and their vision of change.

The changes discussed will happen from community and student response. We will incorporate calls to action and provide the audience with other events they can attend to become involved in

community work. We plan to publicize club meetings like Students for Farmworker Justice and Students for Sustainable Food, as well as community meetings for groups like the Racial Justice Coalition.

Community organizing will be constantly shifting to meet needs and local political decisions; by the time of the event there will be events and meetings scheduled that we can create a call to action around. Familias Unidas por la Justicia is currently in contract negotiations with Šakuma Brothers, by the date of our event these negotiations will have ended. This means more direct actions and efforts to unionize farmworkers working under other businesses will begin to be organized. This spring we plan to begin new boycott campaigns to bring justice to more local farmworkers. There will be plenty of work we can get students and other event attendees involved with. Most importantly we plan to hear from the speakers on what actions they believe students should take to help create change in our local food system.

We will ask questions depending on what is specifically said in the panel presentation beforehand. The following are some examples of questions we may pose. We also hope the audience will generate their own questions for the panel during the question and answer session. Questions can be aimed at the entire panel or specific speakers.

Examples of prompt questions our team will ask:

1. Have you seen national and local politics, especially recently, play a role in your work? If so, do you see us having to shift our actions for change in the food system locally, and how?
 2. What are tangible and accessible actions that local community members can take, especially students?
 3. Do you believe these issues are everyone's responsibility? If so, how do you think we can work to change the mainstream social belief that this isn't the case?
 4. How have you seen local consumers harmed by an oppressive food system?
 5. Have there been any efforts recently (within the last 5 years) by Washington political leaders to further regulate our agriculture industry?
 6. Which products are grown or raised in Washington that are detrimental to soils and/or natural wildlife and local food production?
 7. Could you please explain the struggle between the national and Washington governments regarding immigration and agriculture production?
 8. In what ways have you locally worked to reduce the threat of ICE, especially for farmworkers?
 9. How important, or what role do county politics have when it comes to ICE resistance? Food accessibility? Farmworker unionization?
 10. Do you have knowledge or experience with CAFO pollution? If so have you seen this detrimentally impact other areas of the agriculture industry? Have you seen this detrimentally impact human health and environmental health? And if so, what do you believe we can do locally to combat this?
- c. *Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how.*

There have recently been some efforts to change the food system on campus with the creation of the Food Systems Working Group as well as the signing of the Real Food Challenge. These efforts are in an attempt to transition WWU to more "real food". This is defined by Real Food Challenge guidelines as local and community based, fair, ecologically sound, and humane. This event will cover those guidelines and more as the speakers envision a sustainable and just food system.

We believe our project is perfect for the grant now because the SAF is presently interested in investing in social sustainability. Agriculture is not only a social rights issue but an environmental issue; which is why we think the event is relevant to both the SAF and WWU.

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

Step/Task	Completed by Who	Estimated Completion Date
Create agenda for the event		12/10/2016 (completed)
Create publicity plan		12/15/2016 (completed)
Purchase plane tickets, and reserve hotel room for Dr. Dorsey. Finalize publicity purchases.		02/20/2017
Designate tasks for team members and Students for Farmworker Justice (SFJ) club members during the event		03/10/2017
Implement publicity plan		Ongoing/multistep process, 02/01/2017 - 04/15/2017

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

Metric	Description	Impact
Opinion	A survey of event goers' opinion on the impact of the event, what they learned, what they plan to do going forward, etc.	This will provide us with qualitative information about the success of the event, and will provide us with contact information to use for inviting attendees to be actively involved.
Number of attendees	We will count the number of people that attend to measure the impact of our event.	This will be a quantitative measure of how many people were reached by this event.
Number of people recruited to SFJ	We will count the number of people that come to SFJ meetings after the event who heard about the club and felt compelled to get involved.	This will be a quantitative measure of how many people felt the need to become involved by attending the event.

Opinion	We will hold an in-depth interview and survey of SFJ club members and event team members on their experience hosting this event. We will ask what they learned from the speakers which they believe will help them become more effective leaders and drive social change on campus in the future.	This will provide us with qualitative information about how the event helps provide leadership tools for students currently organizing on campus.
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f. Describe your project's education, publicity and outreach plan here. Then complete the table below outlining the proposed results of your education, publicity and outreach efforts. Insert additional rows as necessary.

The description is mostly located within the table. We plan to utilize a lot of the services provided by the publicity center on campus, as well as reach out to Whatcom Community College, and community organizations. The majority of these tasks will be organized throughout January to be implemented in February, March, and early April.

Education, outreach, publicity effort	Who will make this happen?	How will this effort be implemented?	Who is the intended audience?	Frequency of implementation?
Table tents in WWU dining halls		By ordering table tents through the publicity center, and reserving space for the table tents.	WWU students and WWU dining hall guests	For two weeks prior to the event in April.
Banner space on campus		By ordering a banner through the publicity center, and space through VU reservations.	WWU students and faculty, WWU visitors	For two weeks prior to the event in April.
Publicity on WCC campus		Through outreach to WCC publicity center.	WCC students and faculty, WCC visitors	Starting February 1 st and continuing to the date of the event
Posters around WWU campus		By ordering posters through the WWU publicity center and distributing them.	WWU students and faculty, WWU visitors	Starting February 1 st and continuing to the date of the event

Mass email to all WWU/WCC faculty		SFJ will send a mass email inviting faculty to the event/ asking them to promote it in their classes	WWU/WCC faculty, and students indirectly	We will contact the faculty twice, once in February, and again at the beginning of April and the new quarter.
WWU class raps		SFJ will compile a spreadsheet of classes and professors that we would like to borrow time from to tell their class about the event. Once we get permission we will take shifts going to each class to speak..	WWU students and faculty	We will do class raps throughout March, and then again in classes through the beginning of April.
WWU club raps		We will compile a spreadsheet of clubs to borrow time from to present about our event in, then get permission to do so.	Members of WWU clubs	We will meet with clubs throughout the two weeks prior to the event in April.
Community organization raps		We will reach out to organizations like RESources, the Bellingham Racial Justice Coalition, etc to ask if we can show up to a meeting and invite their members to the event. We will also go around to businesses, churches, etc downtown and ask if we can hang posters on bulletins.	Community members	We will start outreach in early March, and continue until the date of the event.

KUGS ad spot		By inquiring about a slot for KUGS to promote the event.	KUGS radio listeners	For two weeks prior to the event in April.
Promotional or takeaway zine		By creating a zine that includes information on each speaker, their organizations and work, as well as information on the broader event and theme. We will then mass produce for the event, and we will hand them out before and after the event, as well as ask professors, clubs and other students to pass them out.	Event attendees, WWU students, WCC students, WWU faculty	Four weeks before the event, at the event, and for two weeks after the event

4.5. FOLLOW-UP RESPONSE

a. Event details

Time and Date: 4:30 - 7:00 pm, Saturday, April 15, 2017

Location: Academic West 204

Agenda:

4:00 pm - Student team sets up

4:30 pm - Student team signs guests in

4:45 pm - Student MC starts the event and introduces the keynote speaker and the panelists

5:00 pm - Dr. Dorsey (the keynote speaker) presents

5:30 pm - Panel presentation (including Ramón Torres, Edgar Franks, Maru Mora, and Dr. Dorsey)

6:30 pm - Question and answer session

7:00 pm - Closing comments and the student MC ends the night

7:30 pm - Student team clean up

b. Did you investigate any other speakers beside Dr. Dorsey? And do you already have a commitment from Dr. Dorsey?

Originally, we only planned to have three local speakers. We hadn't researched having a fourth speaker attend the event. However, after being introduced to Dr. Dorsey, we agreed having him speak would take our event to another level and would incorporate another layer of the food system that the

others speakers couldn't address from experience. He has fully committed to being a keynote speaker in this event.

We were initially introduced to Dr. Dorsey through Rosalinda Guillen at Community to Community. We especially feel that his work on the board of directors of Food First makes him qualified to speak on the politics of food. Dr. Dorsey will be speaking from his perspective and experience covering the political and environmental issues intersected with our food system. He is truly overqualified to discuss food justice at this event, and it would be an amazing opportunity for any student at WWU to get to hear Dr. Dorsey speak. He can bring intellect and passion to the topic of environmental activism and politics which we feel every student should experience.

The link to his extensive biography on the Food First website:

<https://foodfirst.org/team/michael-dorsey/>

c. You have requested honoraria of \$1,000 for each of the speakers; how was that amount decided upon? Was it requested by them, suggested by another party, determined by the grant proposal team, or something else?

This amount was suggested by Dr. Dorsey as an appropriate speaking fee for himself. As a team, we decided that we wanted to also give each local speaker the same amount. They are speaking less than Dr. Dorsey, but we don't think the speakers' time is as relevant as what they bring to the table. Their perspective is extremely valuable to us, especially because the focus of this event is on local food structures and their experience and leadership towards creating change.

5. PROJECT STAKEHOLDERS

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

Our event will be mainly geared toward students. However, we only expect a very small percentage of the student body to come to the event. We hope these guests will take what they learn back to their clubs and classrooms and broaden the number of students impacted. We also hope that our mass production and distribution of the zine across WWU and WCC campuses will help both publicize the event, but also give a brief description about the event for those who miss it.

We expect that student leaders and team members will be the most empowered by this event and will be able to expand upon their current organizing with what they learn, which could impact thousands of WWU students. We also hope that influential community leaders and educators will attend this event and take what they learn from the panelists, especially Dr. Dorsey, to improve upon their leadership.

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

Each speaker represents a stakeholder in our event, however we don't require written permission from them or their organizations to move forward.

6. BUDGET

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

Item	Cost per Item	Quantity	Total Request
Plane tickets for Dr. Dorsey	\$800.00 per roundtrip purchase	1	\$800.00
Hotel room for Dr. Dorsey	\$130.00	1	\$130.00
Banner from the Publicity Center	\$40.00	1	\$00.00
300 table tents from the Publicity Center	\$90.00 per order of 300 table tents	1	\$55.00
Honorarium for Dr. Dorsey	\$1,000.00	1	\$1,000.00
Honorarium for Familias Unidas por la Justicia	\$1,000.00	1	\$1,000.00
Honorarium for Community to Community Development	\$1,000.00	1	\$1000.00
Honorarium for Maru Mora	\$1,000.00	1	\$1,000.00
Total	\$5,060.00		\$4,985.00

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

There will be no ongoing replacement, operational, maintenance, or renewal costs.

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

We are pending approval for a Publicity Package from the AS Club Hub for \$75.00, this we calculated will cover the cost of a banner and some of the table tents. If we do not receive the publicity package or if we run over budget (there is some potential for this if the plane tickets or hotel room shift in price), then we plan to canvas and hold bake sales throughout the end of February and through March to fundraise the difference.