

STUDENT ENGAGEMENT & THE UCB FOOD COMMUNITY

Agnes Zhu, University of California Global Food Initiative Fellowship (Berkeley)

Introduction

UC GLOBAL FOOD INITIATIVE

"Harness the resources of the University of California—its **research, people, expertise, and tradition of public service**—to put the world on a pathway to feed itself in ways that are nutritious and sustainable."

GFI STUDENT AMBASSADOR



AGNES ZHU

Business Administration '18
President, FoodInno

Experience

Research Intern, Edible
Schoolyard Foundation
Student Intern, Berkeley
Food Institute

BERKELEY FOOD INSTITUTE

The Berkeley Food Institute seeks to transform food systems to expand access to healthy, affordable food and promote sustainable and equitable food production. **BFI empowers new leaders** with capacities to cultivate diverse, just, resilient, and healthy food systems.



Project Goals

My primary objective was to increase student engagement with the food community on the UC Berkeley campus.

I hoped to achieve this in four main ways:

- 1 Increase the **amount of collaboration** between the 18+ student food clubs on campus.
- 2 Increase the **communication** and **standardize** the relationship between student food groups and the Berkeley Food Institute (BFI).
- 3 Increase the **awareness** of BFI and the food community on the UC Berkeley campus, and **increase participation** in food-related activities.
- 4 Create a **culture of collaboration** and establish a **permanent structure** that would continue this culture for years to come

Methodology:

I conducted on one-on-one meetings with student leaders, maintained open communication with BFI, and created spaces for collaboration and conversation between student food leaders and participants across campus.

Results and Outcomes

CULTURAL FOODS CASE COMPETITION

Students from diverse backgrounds and majors collaborated to solve a challenging case focused on highlighting the cultural backgrounds of food. The winning solution is in the process of being implemented into Oakland Bloom's business.



Oakland Bloom provides education training and hands-on support for aspiring chef entrepreneurs from refugee, immigrant, and low income communities who seek to start their own food businesses.

30 students total participated, forming **5 teams**.

Majors included Business, Computer Science, MCB, Nutrition, Public Health, Conservation and Resource Studies, and more.

Students of **all four years** participated.

The **winning team** is currently working with Oakland Bloom to implement their innovative marketing and business strategies.



BFI UNDERGRADUATE ADVISORY COUNCIL

Mission:

The BFI Undergraduate Advisory Council (BFI UAC) is the **voice of food-focused student groups** on UC Berkeley's campus. The Council represents the priorities of food-focused student groups to the Berkeley Food Institute, and elects a Chair to participate on the Berkeley Food Institute Executive Committee.

The Council is composed of representatives from food-focused student groups to facilitate collaboration across groups and to amplify priorities through collective action.

B engaged!

Accomplishments:

- Held **three meetings** where student food leaders share club and campus accomplishments, discuss potential collaboration opportunities and problem-solve common issues.
- **Established** BFI Sponsorship
- Created **standardized event notification protocol** for student groups to share their events with BFI and the greater UC Berkeley community

Results and Outcomes

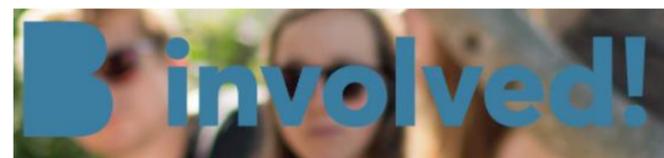
"FOOD AT BERKELEY" PROMOTIONAL VIDEO

The objective of this video is to:

1. Create a video that **highlights the many opportunities** for UC Berkeley undergraduate students interested in food.
2. **Show a variety** of student groups, faculty, and staff, as well as research and educational opportunities.
3. Use the video as an **orientation tool** for new UC Berkeley students to encourage more students to pursue food studies/work early on.
4. **Build recognition** for the Berkeley Food Institute as the hub of food on the UC Berkeley campus.



The final video will be distributed across the UC Berkeley campus and shown to all incoming students.



Conclusions

On the UC Berkeley campus, there is significant enthusiasm for food justice, sustainability and innovation. This year, we made significant progress toward my GFI project goals in these ways:

- 1 The number of events resulting from the collaboration of two or more student food groups increased from **0 to 4**.
- 2 The establishment of the BFI UAC has **improved communication** between BFI and student groups, as well as between student groups
- 3 The creation of the Food at Berkeley video will **raise awareness** of food opportunities on campus to all incoming UC Berkeley students, as well as students on campus.
- 4 The establishment of the BFI UAC and successful leadership transition has ensured that this culture of collaboration will **continue for years to come**.
- 5 The increasing number of interdisciplinary food-related activities on campus **has attracted more students** to the food community.

Acknowledgements



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