



The Ethics of What's Cooking on Campus

DANIELS FUND
ETHICS INITIATIVE

College of Business
University of Colorado Colorado Springs

Nanna Meyer, Associate Professor, Human Physiology and Nutrition

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Overview of this session

- 1. Introductions**
- 2. From Seed to Plate with Ethics: from supply to value chains**
- 3. Ethics and Food: the Role of the Institution**
- 4. UCCS Food Service Transition**
- 5. Ethics of Food in Teaching**

Seeds

Colorado Grain Chain



Grain & Seed Exchange

Welcome to the first ever Colorado Grain Chain Grain & Seed Exchange!

Seed swaps are time-tested community events that bring people together to share seeds, plants, stories, wisdom and farming and gardening techniques. They can be organized in many different ways. Below are a few guidelines to orient you to how the Colorado Grain Chain Exchange will work.



The Guiding principles we follow are derived from the Daniel's Fund Ethics Initiative. The Daniels Fund Ethics Initiative was established in 2010 to strengthen the teaching of principle-based ethics and foster a high standard of ethics in students and in the community.

Integrity - Act with honesty.

This is a pre-requisite for the grain value chain we are building!

Trust - Build trust in all relationships along the Grain Chain!

Accountability - Accept responsibility for all decisions and external factors that may have impacted the quality or genetics of your seed.

Transparency - Maintain open and truthful communications about your farming/gardening practices and the variety, origin and quality of your seed.

Fairness - Engage in fair, equitable and just relationships with other farmers and gardeners.

Respect - Honor the rights, freedoms, views, and germ plasm of others.

Rule of Law - Comply with the spirit and intent of laws and regulations pertaining to agricultural seed.

Viability - Create long-term value for individuals and businesses along the Grain Chain



Patenting of seed



Soil, Biodiversity, Pollinators, Polycultures



Industrial production: yields at the expense of the next generation's food supply

Animal Agriculture



Doug Wiley, Larga Vista Ranch



Environmental impact of food system



14.5%



Farmers, Family Farms, and Minorities in Farm/Food



“the number of U.S. farms fell sharply until the early 1970s after peaking at **6.8 million in 1935**...By 2002, about **2.1 million farms** remained.”

Local Food Systems for Economic Prosperity

When buying **locally sourced food direct from farmers**, **twice as much economic activity** is generated for the community.



Recent stories of farm closures

National Farmers Union
Visit nfu.org to learn more
UNITED TO GROW FAMILY AGRICULTURE

The Farmer's Share

Did you know that farmers and ranchers receive only 14.6* cents of every food dollar that consumers spend? According to the USDA, off farm costs including marketing, processing, wholesaling, distribution and retailing account for more than 80 cents of every food dollar spent in the United States.

Bacon 1 lb. Retail: \$5.33 Farmer: \$0.84	Top Sirloin Steak 1 lb. Retail: \$8.99 Farmer: \$1.93	Bread 2 lbs. Retail: \$3.99 Farmer: \$0.11	Fresh Carrots 5 lbs. Retail: \$4.59 Farmer: \$1.41	Wheat Bagel 1 - 4 oz. bagel Retail: \$0.90 Farmer: \$0.01
Cereal 18 oz. box Retail: \$3.49 Farmer: \$0.05	Tomatoes 1 lb. Retail: \$4.59 Farmer: \$0.36	Eggs 1 dozen Retail: \$1.79 Farmer: \$0.48	Flour King Arthur, 5 lb. Retail: \$4.29 Farmer: \$0.40	Boneless Ham 1 lb. Retail: \$4.99 Farmer: \$0.84
Lettuce 1 lb. Retail: \$2.89 Farmer: \$0.20	Milk 1 gallon, fat free Retail: \$4.59 Farmer: \$1.55	Fresh Apples 1 lb. Retail: \$2.89 Farmer: \$0.39	Fresh Potatoes Russet, 5 lbs. Retail: \$3.99 Farmer: \$0.56	Soda 2 liters Retail: \$1.19 Farmer: \$0.05

*Farmer's share derived from USDA, NASS "Agricultural Prices," 2019. | Prices based on May 2019 data.
Retail prices based on Safeway (S3) brand except where noted. | *Figure according to U.S. Department of Agriculture Economic Research Service

/nationalfarmersunion

 @NFUDC

 /nationalfarmersUnion

 nfu.org/topics/blog

July 2, 2019

National Farmers Union | 20 F Street NW, Suite 300 | Washington, DC 20001
 P: (202) 554-1600 | F: (202) 554-1654 | www.NFU.org | info@nfdc.org

Labor Issues in Food Chains



Workforce development and farm labor is one of the major difficulties



FOOD ACCESS – FOOD INSECURITY



FOOD WASTE – DISTRIBUTION

INSTITUTIONAL FOOD, PURCHASING POWER



Institutional food service is controlled by handful powerful food service management and distribution companies with almost no competition!

What is the role of the institution in feeding its customers?

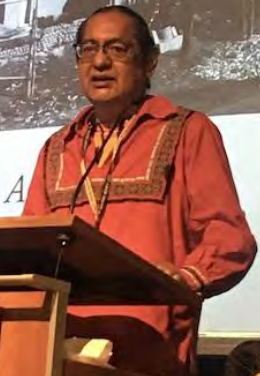
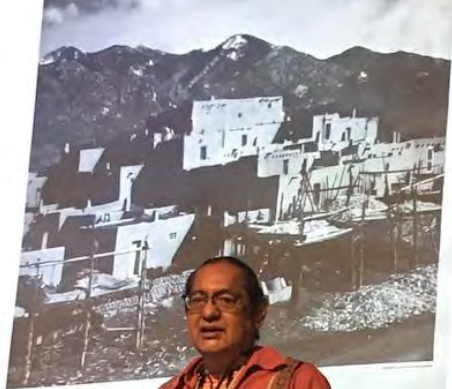
FOOD IS THE PROBLEM BUT CAN ALSO BE THE SOLUTION.

INDIGENOUS FOOD WAYS, CULTURE, AND FOOD SOVEREIGNTY

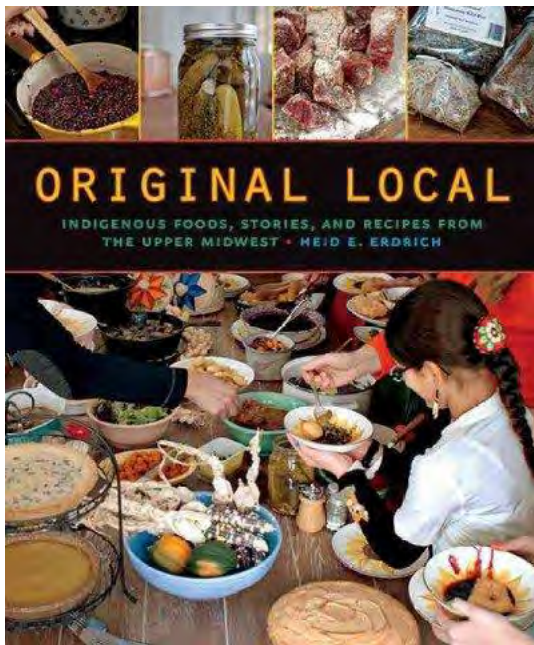
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GERONIMO ROMERO
Taos Pueblo
Grain School 2020



“Things will get better once Indigenous or non-Western world views are embraced or encouraged,” she says. “I just think our world will get richer; our food will taste better.”
Hare-RedCorn

Yes!
Magazine, Jan 7,

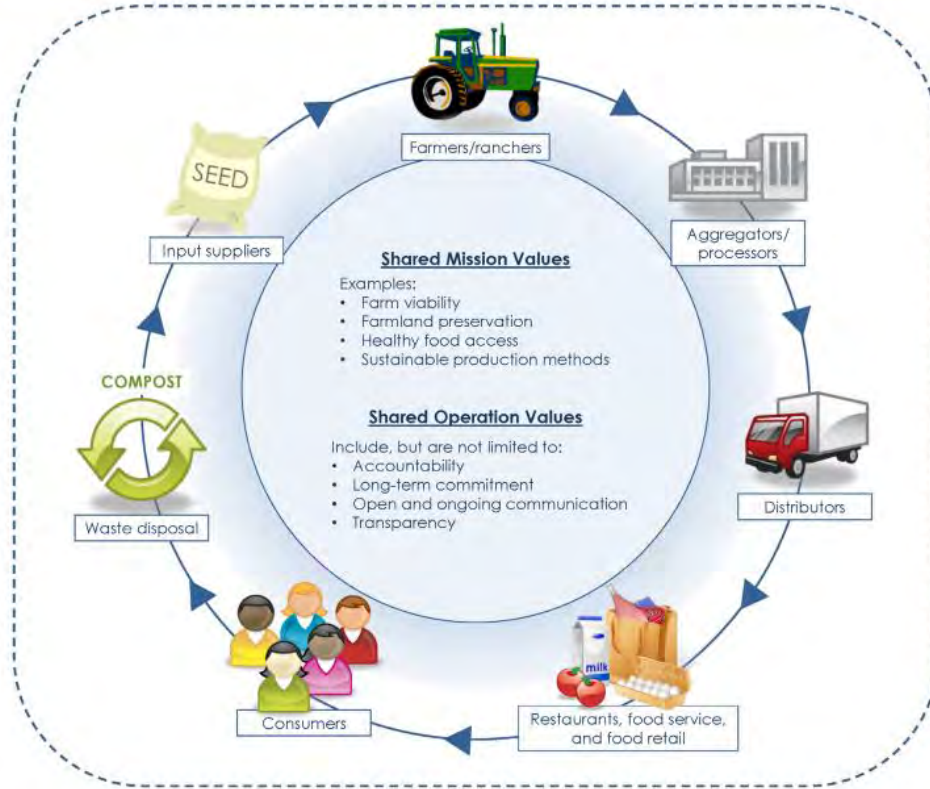
Food Value Chain

Integrity

Viability

Respect

Trust



Transparency

Rule of Law

Accountability

Fairness

Factors Influencing the Food Value Chain

Finance	Service Providers/Facilitators	Policy Environment
<ul style="list-style-type: none"> • Start-up capital • Working capital • Credit terms • Taxes • Insurance 	<ul style="list-style-type: none"> • Agricultural extension • Consultants • Non-profits • Government agencies 	<ul style="list-style-type: none"> • Food safety • Subsidies • Conservation programs • Labor regulation • Taxation

Ethics of Food: The Role of the Institution

Fred Kirschenmann, Ecological Conscience, Professor, Leopold Center

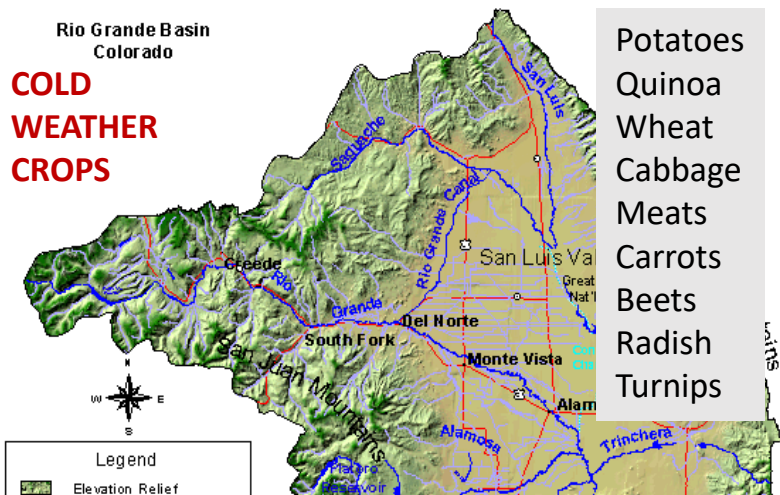
*If we are to sustain the pleasure of good eating, our food systems must consist of a new kind of **value chain that connects the farm to the table**. Such a value chain would make those connections by:*

- *fostering a **food system that honors the labor of all involved** throughout the global village by **compensating everyone fairly** for their part in putting food on our tables.*
- ***nurturing a land ethic** that respects the gift of good land, including **soil, water, plants, and animals***
- *creating opportunities for **intimacy**, not only among eaters but among all participants in the food chain*
- *producing, processing, and distributing food **with life-giving stories***
- *providing wonderful, delightful, good-tasting, healthful, nutritious food that is so good the **flavors explode in our mouths**”*



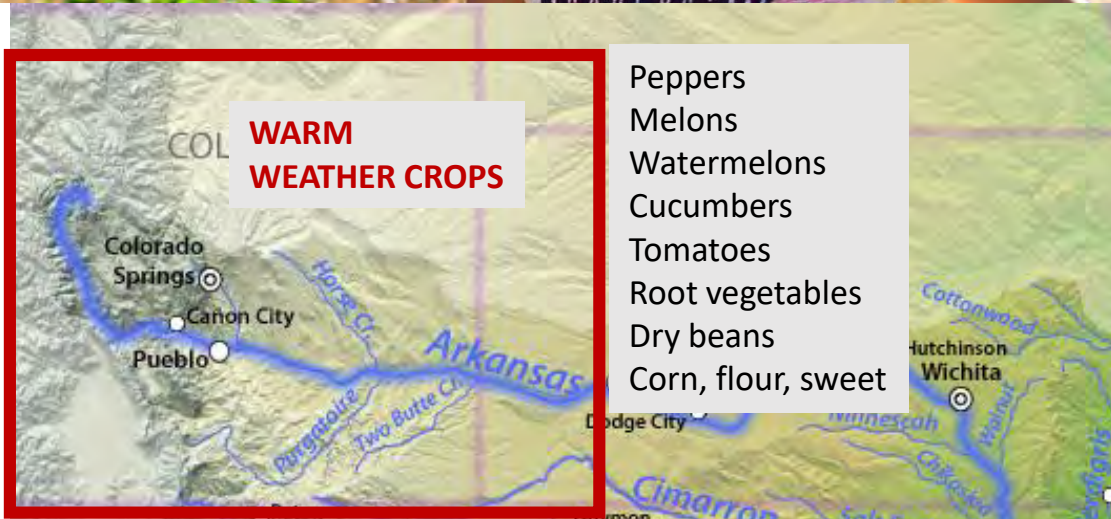
**Lived Experiences in Farm & Food
At UCCS started in 2011**

**COLD
WEATHER
CROPS**



Potatoes
Quinoa
Wheat
Cabbage
Meats
Carrots
Beets
Radish
Turnips

**WARM
WEATHER CROPS**

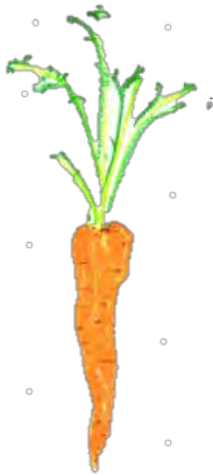


Peppers
Melons
Watermelons
Cucumbers
Tomatoes
Root vegetables
Dry beans
Corn, flour, sweet

ACADEMIC INTEGRATION, 2011

Food, Culture, Community
and Health

A core course (3c) for UCCS Sport Nutrition
Graduate Program



**Farm Field
Days and
Cooking
have been the highest
rated
activities in
the course
FCQs**

Changing America's Health Professionals One Carrot at a Time.
Food, Culture, Community and Health



Farmers Markets



Community
Events



UCCS



Local Schools

www.uccs.edu/swell/tfc

The Flying Carrot is an innovative mobile project that fosters food awareness and empowers individuals to improve the well-being of themselves, the community, and the planet by providing creative hands-on experiences, building cooking skills, and improving access to local, seasonal, and sustainable food.

The Flying Carrot Food Literacy Truck
a UCCS & Pikes Peak Community Foundation Collaborative



Why protect nature? Rethinking values and the environment

Kai M. A. Chan^{a,1}, Patricia Balvanera^b, Karina Benessaiah^a, Mollie Chapman^a, Sandra Diaz^d, Erik Gómez-Baggethun^{a,f}, Rachelle Gould^g, Neil Hannahs^h, Kurt Jaxⁱ, Sarah Klain^a, Gary W. Luckⁱ, Berta Martín-López^b, Barbara Muraca^j, Bryan Norton^m, Konrad Ottⁿ, Unai Pascual^{o,p}, Terre Satterfield^q, Marc Tadaki^q, Jonathan Taggart^r, and Nancy Turner^r

A cornerstone of environmental policy is the debate over protecting nature for humans' sake (instrumental

values) or for nature's (intrinsic values) (1). We propose that focusing only on instrumental or intrinsic values may fail to resonate with views on personal and collective well-being, or "what is right," with regard to nature and the environment. Without complementary attention to other ways that value is expressed and realized by people, such a focus may inadvertently promote worldviews at odds with fair and desirable futures. It is time to engage seriously with a third class of values, one with diverse roots and current expressions: relational values. By doing so, we reframe the discussion about environmental protection, and open the door to new, potentially more productive policy approaches.

Defining Relational Values

Few people make personal choices based only on how things possess inherent worth or satisfy their preferences (intrinsic and instrumental values, respectively). People also consider the appropriateness of how they relate with nature and with others, including the actions and habits conducive to a good life, both meaningful and satisfying. In philosophical terms, these are relational values (preferences, principles, and virtues associated with relationships, both interpersonal and as articulated by policies and social norms). They include "eudaimonic" values, or values associated with a good life (Fig. 1; also see dataset for additional references throughout, available at dx.doi.org/10.13140/RG.2.1.5146.0560). Relational values are not present in things but derivative of relationships and responsibilities to them (Fig. 2). In this sense, an individual preference or societal choice can be

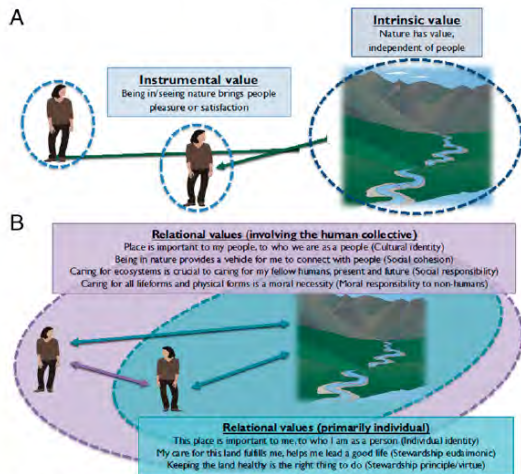
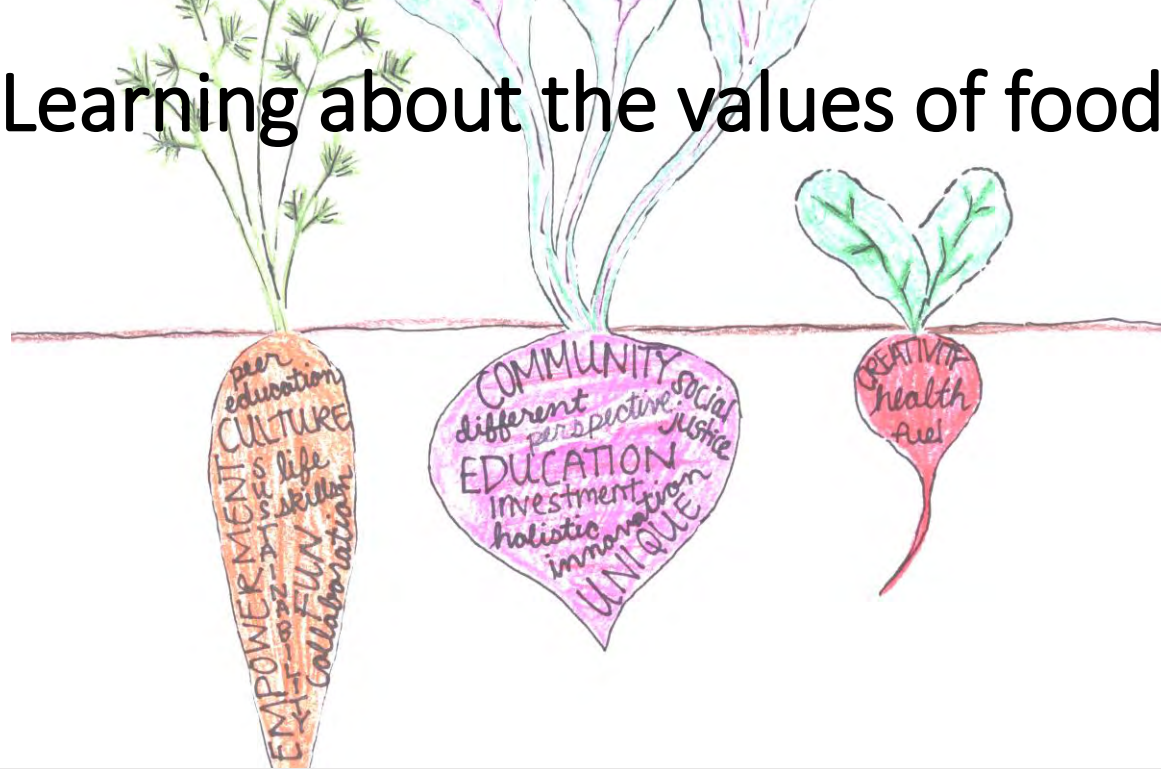


Fig. 1. The difference between the instrumental and intrinsic value framings that dominate environmental literatures and relational values. Whereas intrinsic values (A) pertain only to the value inherent in an object, and instrumental values (A) pertain to the value of the object for a person, relational values (B) pertain to all manner of relationships between people and nature, including relationships that are between people but involve nature (e.g., a relationship of impact via pollution, which is mediated by a watershed).



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Learning about the values of food



Awareness fires up imagination.

Knowledge empowers.

Skills build self-efficacy.

**Hands-on experiences build relationships and shift values.
Virtue ethics in food & eating are driven by lived experience.**

What I Dream About for 2020....

HSCI 4090/6040 Food, Culture, Community and Health 2014



UCCS student Natalie Dolei harvesting Beets at Dan Hobbs' farm. She is one of a few UCCS students to learn the path from farm to hub to

Institutions in America "can" be the best pathways for promoting healthy eating from sustainable and local food systems with access for all. Why would we wait?

Activities for the Classroom ALONG ETHICS INTEGRATION

FOOD ETHICS TOPICS

Food Systems Issues

Impacts of individual **food choices**
Ecological Footprint

Food, culture, health and ethics:
Food memories, indigenous
Cultural Foodways & commodification

Ethics in Sport – Ethics in Food
TrueSport & TrueFood

Food Values: instrumental vs relational

Food Insecurity on college campus

Debates/readings on Seed Sovereignty

Meat Debates, plant-based & forward,
engineered meat

UCCS Food Service Transition to Self-Operation 2014

Visions: employ students, serve healthier, sustainable, and more local food, provide experiential education, create academic integration, and deepen connection to southern Colorado's rich agriculture

Successes across campus multifold





**UCCS
GREEN ACTION
FUND**

Farmhouse



UCCS Farm & Greenhouse



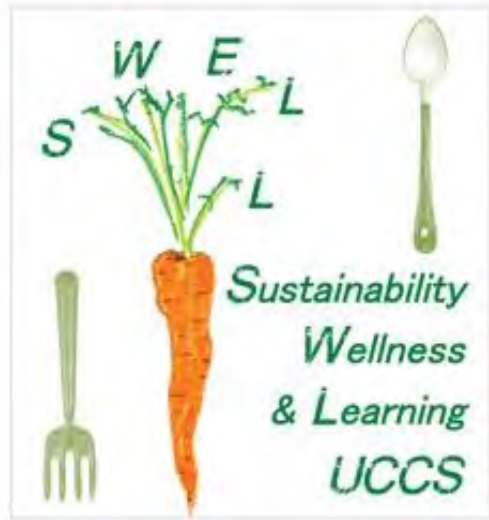
UCCS

Farm

UNIVERSITY OF COLORADO
COLORADO SPRINGS

Sustainability Strategic Plan integrated Food in 2012
Fooducation: UCCS' Food Revolution
UCCS Food Service Transition to Self-Op occurred in 2014

Sustainability, Wellness & Learning (SWELL)



SWELL is a collaborative living learning laboratory with goal to further wellness and sustainability education through food literacy.

ACADEMIC CONNECTIONS

SWELL PROGRAMS

The Athlete's Plate Educational Tool



www.uccs.edu/swell

External Partners of SWELL

- Live Well Colorado
- Ardent Mills
- Rocky Mountain Farmers Union
- Colorado Grain Chain
- Whole Foods Market
- Slow Food
- US ANTI DOPING AGENCY

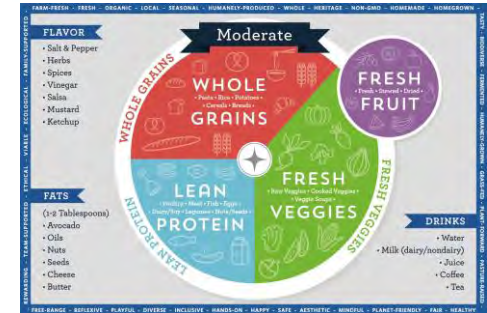


TrueFood

Eating with the Seasons

www.uccs.edu/swell/tfc

DANIELS FUND
ETHICS INITIATIVE



- ❖ Farm to Table Bootcamp GPS
- ❖ **Food, Culture, Community & Health Course**
- ❖ Farm-Hub-Market Internship
- ❖ Farm-to-Institution Research and Outreach
- ❖ Heritage Grain Research
- ❖ Farmhouse Fridays
 - Farm Stand & Food Literacy Fridays*
- ❖ Farm Field Days
- ❖ Green Action Fund Student Supported Cookbook



Squash
apple burger



Asian
Bowl

FOOD NEXT DOOR TEAM



Sustainability
Wellness
& Learning
UCCS

The Impact of Food Next Door (FND) on Customers, Volunteers, and FND Leaders

Food Citizenship

Methods

- Customers (n=10)
- Volunteers (n=7)
- Leaders (n=3)
- Standardized interviews, voice recorded and transcribed to analyze clusters of meaning
 - Themes and subthemes identified

Food Journeys can be viewed here: www.uccs.edu/swell



FND
Graduate
Assistants

Leadership &
Management Skills
Knowledge & Skills in Farming
and Cooking
Peer Teaching
Food Values

FND
Volunteers

Greater Awareness
for Cooking, Plant-Based
Nutrition, Knowledge & Skills
Food Relationships
Community

FND
Customers

Fresh, Flavorful Food
Passionate and
Knowledgeable Staff
Personal Transformation

Food Literacy



Food Value Chain

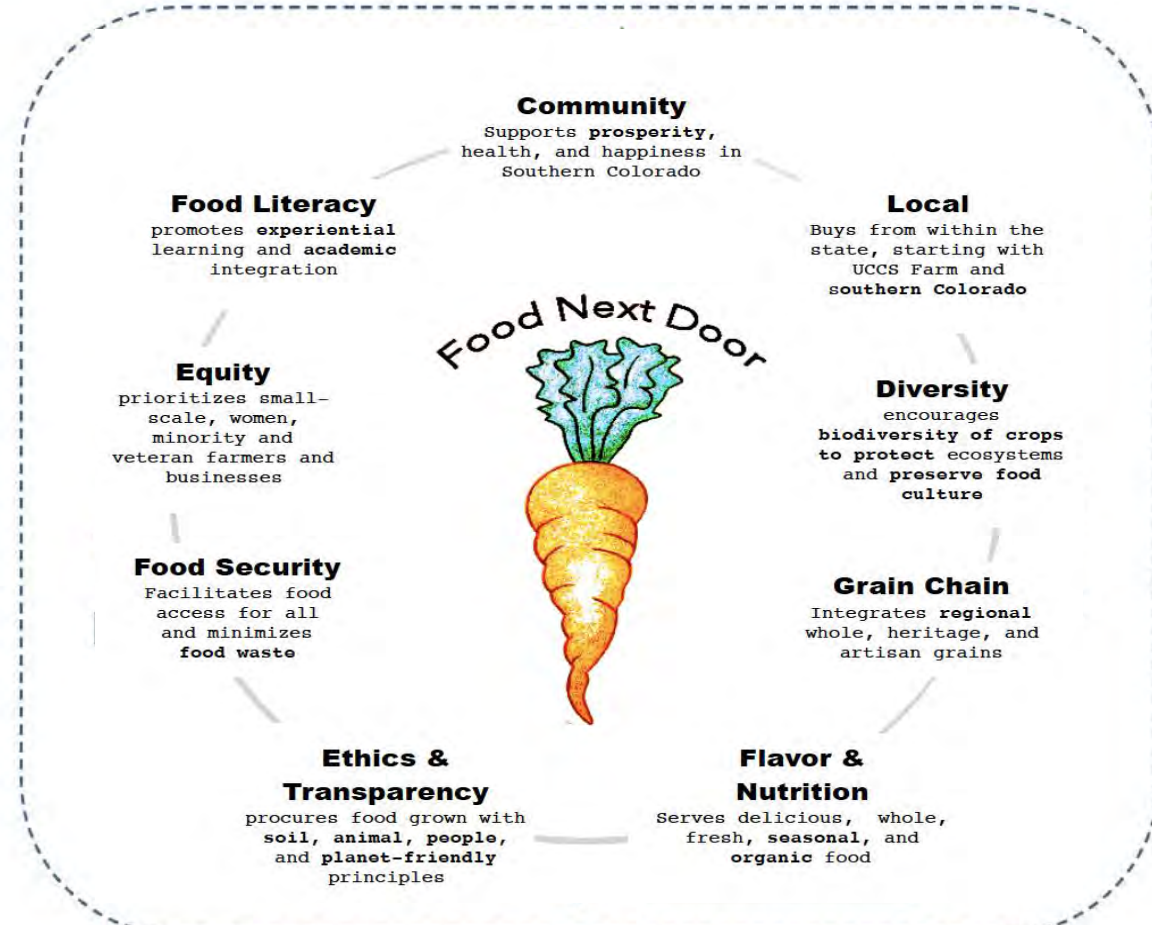
FOOD NEXT DOOR GOAL 2020

Meet 20% local
procurement goal

Working with
system-wide
procurement

Labeling system

Ambitious!
Hitting
Procurement
Thresholds



UCCS Food Service Transition to Self-Operation 2014

Continued problems: procurement from value-based systems

Recommendations

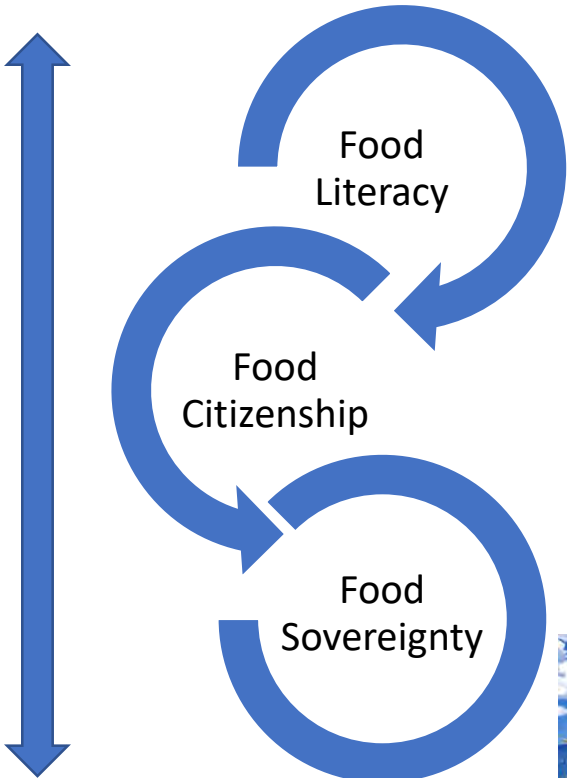
- 1. Leadership & Stakeholder Acceptance & Aligned Vision**
- 2. Food Cost**
- 3. Procurement Policies**
- 4. Contracts (self-op/corporate) and Ethics**
- 5. Environmental Ethics (*true* cost of food)**
- 6. Accountability through 3rd Party**
- 7. Value proposition of *TRUE* food (*true* health, community, academics, sense of place)**

FOOD NEXT DOOR 2018
Pizzaiolo Krista!



GROWER ETHICS

Distributor ETHICS



BUYER ETHICS



Trailer for the Farm to Institution Documentary

