



**Alice Waters and Will Rosenzweig Present**

**EDIBLE EDUCATION 101: THE RISE AND FUTURE OF THE FOOD MOVEMENT**

Wednesdays 6:15-8:15PM

Anderson Auditorium, Haas School of Business

UGBA 196

Units: 2

Grading: P/NP

General course information available at: *[name of webpage where course program will be listed]*

**COURSE INSTRUCTOR**

William Rosenzweig | [wbrose@berkeley.edu](mailto:wbrose@berkeley.edu) | Office Hour Wednesday 3- 4pm, Haas, Professional Faculty Suite

**GRADUATE STUDENT INSTRUCTOR**

Rohini Banskota | [rohini\\_banskota@berkeley.edu](mailto:rohini_banskota@berkeley.edu) | Wednesday, 3-4pm, Haas Bank of America Forum or by appointment

**READERS**

Ryan Peterson | [ryan\\_peterson@berkeley.edu](mailto:ryan_peterson@berkeley.edu) |

Mikaela Burns | [mikburns@berkeley.edu](mailto:mikburns@berkeley.edu) |

Brian Moeljadi | [Brian\\_Moeljadi@mba.berkeley.edu](mailto:Brian_Moeljadi@mba.berkeley.edu) |

**TECHNOLOGY**

This course will use bCourses for all assignments and course communications. All students will be required to use an iClicker for weekly attendance and participation in lectures. iClickers are available at the campus bookstore for purchase or rent. Use of electronic devices is not permitted during class.

## **ASSIGNMENTS**

Students are required to complete weekly assigned readings as posted on bCourses, as well as submit weekly reading questions and two short essays. Refer to bCourses for all readings.

Reading Questions: Students are responsible for submitting a weekly question to bCourses based on assigned readings by **11:59pm on the Sunday night prior to each lecture**. For example, questions for David Mas Masumoto's January 25<sup>th</sup> lecture are due on bCourses by 11:59pm on Sunday, January 22<sup>th</sup>. Students are allowed to miss no more than 2 reading questions. Questions submitted late will not be accepted. Readers will select student questions for the moderator to ask during each Wednesday night session.

Essays: Students are required to complete two 4-5 page essays due on **March 5<sup>th</sup>** and **April 16<sup>th</sup>**. Essay prompts will be provided well in advance of due dates.

There is no final exam for this course.

## **REGISTERED STUDENT ATTENDANCE POLICY**

As a 2-unit P/NP course, grades are heavily based on attendance. Students are allowed to miss up to two sessions of the course. Missing 3 sessions will automatically result in a NP grade. **Giving your iClicker to another student for attendance purposes will result in a NP for both students involved.**

## **PUBLIC ATTENDANCE AT LECTURES**

A limited number of seats are available to the public and are made available the week before each Wednesday class through an EVENTBRITE invitation. You must register for tickets for each lecture individually. You cannot register for all fourteen lectures at one time. Tickets become available exactly one week before each lecture. If you receive a ticket for a lecture and cannot attend, you must inform us by 12:00 pm on the day of the lecture, otherwise you will not be allowed to register for future classes. To get tickets, please use this [link](#) to register and to receive more information.

## **COURSE OVERVIEW**

This uniquely UC Berkeley course, now in its sixth year, explores the future of food, its diverse systems and movements. Edible Education 101 is a two-credit weekly lecture series that brings renown experts—leading academics and practitioners--- to campus to share their visions, research and experiences about food and its critical role in our culture, well-being and survival.

The food system is a complex web of interconnected relationships and disciplines. The way food tastes, is produced, distributed and eaten has everything to do with our personal-planetary health and sustainability. Edible Education 101 reveals the links between agroecology, agronomy, anthropology, biology, business, economics, nutrition, philosophy, policy, sociology, technology and the arts. Past lecture topics have included organic agriculture, school lunch reform, food safety, hunger and food security, farm bill reform, farm-to-school efforts, urban agriculture, food sovereignty, and local food economies.

Edible Education 101 aims to inspire you to become more aware, informed and intentional about your role and participation in the food system. Learners also have an opportunity to experience the diverse disciplines and myriad career paths available to those desiring to impact the future of food in a meaningful way.

## **COURSE HOSTS**

**Alice Waters** is a 1967 graduate of UC Berkeley and the founder of Chez Panisse and The Edible Schoolyard Project. She is respected as one of the most influential people in the world of food in the past 50 years and is a recipient of many honors including the 2014 National Humanities Medal, presented by President Obama.

**William Rosenzweig** is a Fellow at the Institute for Business and Social Impact at BerkeleyHaas where he has taught Social Entrepreneurship courses since 1999. He is the recipient of the 2010 Oslo Business for Peace Award and in 2016 was named one of seven people shaping the future of food by Bon Appetit magazine.

## **GRADING**

Attendance live in class and participation in the on-going conversation related to the course are essential dimensions of Edible Education. Students are allowed **two** absences. More than two absences from class results in a NP.

- 1.) Attendance + answering in-class questions via iclicker + submitting a weekly question pertaining to the assigned reading via bcourses = 50% of your score
- 2.) Two 4-5 page papers, selected from several prompts constitute 25% each = 50% of your score

The papers will be scored based on their analysis and reflection of key content presented by speakers and the assigned readings that support the lectures. The papers need to demonstrate both critical individual thinking and contextual understanding and specific references to facts and perspectives provided in the classroom and readings.

## COURSE SCHEDULE AND TOPICS (Subject to change)

### **January 18 – Introduction to Edible Education 101: Course Overview and History and Future of Edible Education**

**Alice Waters**, *Chef, Author, and Proprietor, Chez Panisse; Founder Edible Schoolyard Foundation*

Will Rosenzweig, *Social Impact Fellow, Institute for Business and Social Impact, Haas School of Business*

Readings:

- [http://www.idph.net/conteudos/ebooks/the\\_man\\_who\\_planted\\_trees.pdf](http://www.idph.net/conteudos/ebooks/the_man_who_planted_trees.pdf)
- <https://www.independentsciencenews.org/health/why-the-food-movement-is-unsustainable/print/>

### **January 25 – Farming: Food, Soil, Climate and Water**

**David Mas Masumoto**, *Farmer, Author and Owner, Masumoto Family Farm*

**AG Kawamura**, *Farmer and Former California Secretary of Agriculture*

With Will Rosenzweig

Readings:

- [https://www.google.com/url?hl=en&q=http://www.fresnobee.com/opinion/opn-columns-blogs/david-mas-masumoto/article19517265.html&source=gmail&ust=1484238597294000&usg=AFQjCNHQXt\\_tnf0VSOESwxCNHMeXiEUBzw](https://www.google.com/url?hl=en&q=http://www.fresnobee.com/opinion/opn-columns-blogs/david-mas-masumoto/article19517265.html&source=gmail&ust=1484238597294000&usg=AFQjCNHQXt_tnf0VSOESwxCNHMeXiEUBzw)
- [http://www.iatp.org/files/143\\_2\\_101939.pdf](http://www.iatp.org/files/143_2_101939.pdf)

### **February 1 – How Food Policy Shapes US Culture and the Economy (and what the next four years might hold?)**

**Robert Reich**, *Chancellor's Professor of Public Policy at the Goldman School of Public Policy, Former Secretary of Labor for President Clinton and Author*

With Alice Waters and Will Rosenzweig

Reading:

- Chapter one of [http://bnarchives.yorku.ca/471/6/2016\\_howard\\_concentration\\_in\\_the\\_food\\_system\\_intro\\_ch01.pdf](http://bnarchives.yorku.ca/471/6/2016_howard_concentration_in_the_food_system_intro_ch01.pdf)
- Chapters 1, 2, and 5 of “Saving Capitalism”

### **February 8 – Understanding Food Workers and the Food System**

**Saru Jayaraman**, *Director Food Labor Research Center at UC Berkeley, Author*

With Alice Waters and Will Rosenzweig

Readings:

- Chapters 1 & 2 of *Forked: A New Standard for American Dining*.

### **February 15 – Personalized Health, Nutrition and the Microbiome**

**Christopher Gardner**, *Professor of (Research) Medicine, Stanford Medicine*

**Bruce German**, *Professor of Food Science, Director, Foods for Health Institute, UC Davis*

**Justin Sonnenburg**, *Associate Professor of Microbiology and Immunology, Stanford Medicine*

with Will Rosenzweig

Readings:

- <http://www.nytimes.com/2013/05/19/magazine/say-hello-to-the-100-trillion-bacteria-that-make-up-your-microbiome.html>
- [http://nautil.us/issue/30/identity/how-the-western-diet-has-derailed-our-evolution?utm\\_source=frontpage&utm\\_medium=mview&utm\\_campaign=how-the-western-diet-has-derailed-our-evolution](http://nautil.us/issue/30/identity/how-the-western-diet-has-derailed-our-evolution?utm_source=frontpage&utm_medium=mview&utm_campaign=how-the-western-diet-has-derailed-our-evolution)
- <http://www.latimes.com/opinion/op-ed/la-oe-0225-sonnenburg-gut-bacteria-extinction-20160225-story.html>
- <http://www.newyorker.com/tech/elements/breast-feeding-the-microbiome>
- <https://www.google.com/url?hl=en&q=http://www.nature.com/nature/journal/v535/n7610/full/nature18845.html&source=gmail&ust=1484163978626000&usg=AFQjCNE7AVq-Fc499YmEp7dn2HENkm8Mhw>

### **February 22 – The Global Food System: Feeding 9 Billion**

**Anna Lappe**, *Author and Educator, Founder of Food-Mythbusters*

with Will Rosenzweig

Readings:

- TBD

### **March 1 – Entrepreneurship, Food and Technology**

**Megan Mokri**, *CEO and Founder, BYTE Foods*

**Kevin Brown**, *President, Co-Founder, Innit*

**Vijay Karunamurthy**, *President, Co-Founder, NOM*

**Naomi Starkman**, *Founder, Civil Eats*

with Will Rosenzweig

Readings:

- <http://www.recode.net/2015/6/8/11563366/the-future-of-food-is-food>
- <http://fortune.com/2015/06/19/how-foodpreneurs-are-reinventing-your-kids-school-lunch/?iid=leftail>

### **March 8 – The Promise of Transparency in the Food System**

Michael Pollan, *Professor of Journalism, UC Berkeley, Author*

In conversation with **Raj Patel**, *Author, Activist, Research Professor, University of Texas, Austin*

with Alice Waters and Will Rosenzweig

Readings:

- <http://www.nytimes.com/2002/03/31/magazine/power-steer.html>
- <http://www.nytimes.com/interactive/2016/10/09/magazine/obama-administration-big-food-policy.html>
- [http://www.jasonwmoore.com/uploads/Moore\\_Madeira\\_Sugar\\_and\\_the\\_Conquest\\_of\\_Nature\\_Part\\_II\\_Review\\_2010.pdf](http://www.jasonwmoore.com/uploads/Moore_Madeira_Sugar_and_the_Conquest_of_Nature_Part_II_Review_2010.pdf)

### **March 15 – Faster Food Nation**

**Paul Shaprio**, *Vice President of Policy, The Humane Society of the United States* in conversation with **Eric Schlosser**, *Journalist and Author, Fast Food Nation, The Illusion of Safety and others* with Alice Waters

Readings:

- <http://www.rollingstone.com/feature/belly-beast-meat-factory-farms-animal-activists>
- <http://www.businessinsider.com/memphis-meats-lab-grown-meatballs-2016-11>

### **March 22 – Hidden Kitchens: Telling stories about food building community through food**

NPR's Kitchen Sisters, Davia Nelson and Nikki Silva, with special guest Sue Conley of *Cowgirl Creamery* and Alice Waters

### **March 29**

No Class: Spring Break

### **April 5 – Food Access, Security and Sustainability**

**Michel Nischan**, *Chef, Author, Founder and CEO, Wholesome Wave, Co-Founder Chef's Action Network*

with Will Rosenzweig

Readings:

- <https://www.ecoliteracy.org/article/wendell-berry-pleasures-eating>

### **April 12 – Opportunities and Innovations in Food Waste**

**Jesse Fink**, *Chair, ReFed Project*

**Dana Gunders**, *Author, Waste Free Kitchen Handbook and Senior Scientist, Natural Resources Defense Council*

with Will Rosenzweig

Readings:

- ReFED Executive Summary: <https://www.refed.com/downloads/Executive-Summary.pdf>
- Introduction and Chapter 1 of Jonathan Bloom's book "American Wasteland"
- ReFED short video:- <https://youtu.be/OHfKC9BFn5k>

### **April 19 – UC Berkeley Alumni Making a Difference in Food**

**Ali Kelley**, *Brand Manager, Annies Homegrown*

**Paul Rice**, *CEO Fair Trade USA*

**Aashi Vel**, *Co-Founder, Traveling Spoon*

*And other special guests*

with Will Rosenzweig

Readings; TBD

### **April 26 – Food Policy and Action: The Future of Food + Course Synthesis**

**Sam Kass**, *Former White House Nutrition Policy Advisor, Chef, Investor*

with Will Rosenzweig