

*Course Syllabus as of January 15, 2018 Subject to Change  
Final readings and assignments updated weekly on bCourses*



## **EDIBLE EDUCATION 101**

**University of California, Berkeley**

**Haas School of Business**

### **UGBA 192T.2 Spring 2018**

Wednesday evenings, beginning January 17, 2018 6:15-8:15 pm

Anderson Auditorium, Haas School of Business

University of California, Berkeley

Units: 2

Grading: Letter Grade (for Haas Undergraduate students) P/NP option for others

### **COURSE INSTRUCTOR**

William Rosenzweig | [wbrose@berkeley.edu](mailto:wbrose@berkeley.edu)

Office Hour: Wednesday 3- 4pm, Haas Professional Faculty Suite F502.

Or by appointment in person or by phone.

(Please make a calendar appointment for all meetings.)

### **GRADUATE STUDENT INSTRUCTOR**

Rohini Banskota | [rohini\\_banskota@berkeley.edu](mailto:rohini_banskota@berkeley.edu)

Office Hour: Wednesday, 4:15-5:15 pm Goldman School of Public Policy living room or courtyard depending on the weather or by appointment.

### **READERS**

Nellie Boonman | [nellieboonman@berkeley.edu](mailto:nellieboonman@berkeley.edu)

Julianne Feder | [julianne\\_feder@berkeley.edu](mailto:julianne_feder@berkeley.edu)

Amanda Parker | [amanda\\_parker@mba.berkeley.edu](mailto:amanda_parker@mba.berkeley.edu)

## COURSE DATES and TOPICS AT A GLANCE

DATE	TOPIC	SPEAKERS
1/17/2018	Vision and Values	Alice Waters and Eric Schlosser
1/24/2018	Systems Thinking the Food System	Will Rosenzweig
1/31/2018	How Movements Move	Saru Jayaraman
2/7/2018	Regenerative Cooking: Food, Soil, and Seeds	Chef Dan Barber
2/14/2018	Food and Media: Who to Trust?	Naomi Starkman
2/21/2018	Food and Personal Health	Dr. David Katz
2/28/2018	Food and Farmers	Judith Redmond and Craig McNamara
3/7/2018	Food and Climate	Paul Hawken
3/14/2018	Food and Global Health	Lia Fernald
3/21/2018	Food System Politics	Marion Nestle
3/28/2018	<i>Spring break-No class</i>	<i>Spring Break- No class</i>
4/4/2018	Systems Innovation in Food	Rebecca Chesney, Michiel Bakker and guests
4/11/2018	The Food Experience	Corby Kummer joined by Mark Ryle and guests
4/18/2018	Course Summary and the Future	Special guest

## 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. Edible

Education is a laptop free zone. Use of all electronic devices is not permitted during class. Please give your full attention to the lecturers and guest speakers.

## **ASSIGNMENTS**

Students are required to complete weekly assigned readings as posted on bCourses, as well as submit weekly reading questions and two essays during the semester. Please refer to bCourses on a frequent basis for all lectures, readings and assignments.

Speakers and assignments are subject to change, given the complexity of our guests' schedules. The semester program topics and lectures have been organized in the most coherent fashion possible, given the complex scheduling requirements of our esteemed experts who come to join us.

**Weekly 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 Professor Rosenzweig's January 24<sup>th</sup> lecture need to be submitted on bCourses by 11:59 pm on Sunday, January 21<sup>st</sup>. Students are allowed to miss no more than 2 reading questions during the semester. Questions submitted late will not be accepted. The questions that you pose should relate specifically to the reading, the lecture topic and the work of the guest speaker. Please make your questions specific, curious and detailed. We want to have you take the conversation to a deeper level of inquiry. The question you submit should clearly show us that you have done your homework (reading, speaker and topic background research, etc.) . Readers will select student questions for the moderator to present at the Wednesday night course sessions. If your question is selected, you will receive extra credit and have your name submitted for a lottery to participate in a speaker dinner following the class.

**Essays:** Students are required to complete two 4-5 page essays. The essays will be due on **March 7<sup>th</sup>** and **April 18<sup>th</sup>**. Essay prompts will be provided at least two weeks in advance of due dates.

**Extra Credit Opportunity:** A goal for Edible Education is to engage students in the co-creation and design of the course. If you have a salient topic that you feel should be covered during this semester (or next), you can write a 1-2-page proposal that frames and summarizes the topic and identifies appropriate questions, articles and experts who would make a meaningful contribution to the course. If you need more information about how to contribute, please see Professor Rosenzweig.

**There is no final exam for this course.**

## **REGISTERED STUDENT ATTENDANCE POLICY**

As a 2-unit letter grade and P/NP course, grades are heavily based on attendance and the weekly questions . In order to pass the class, students may miss no more than two class meetings. Missing 3 classes will automatically result in a NP grade. Attendance is taken at the beginning and end of each class meeting. **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. Tickets become available exactly one week before each lecture. To get tickets, please use this [link](#) to register and to receive more information.

## **GRADING**

In class attendance and participation in the ongoing 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.) Answering in-class questions via iclicker = 25% of grade
- 2.) Submitting a weekly question pertaining to the assigned reading via bcourses = 25% of grade
- 3.) Two 4-5 page papers, constitute 25% each = 50% of your grade

The papers will be graded 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.

## **EDIBLE EDUCATION 101: COURSE OVERVIEW**

This uniquely UC Berkeley course, now in its seventh 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 systematic 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.

One of the things that makes this course unusual and fresh is that it is different every year it is offered: It is a special co-creation of the faculty, student learners and distinguished guests who bring their perspectives, research and passions to the course in ways intended to inform and inspire you. At EE 101, the class sessions and readings aim to guide you to develop *food-systems intelligence*—a personal understanding of how the diverse facets of the food system relate and depend on one another, especially one's own role as a participant in the food system and how one's choices, actions and behaviors affect it. We'd like to see our next generation of eaters and leaders develop consciousness and intention as “systems actors” and systems thinkers.

We also hope the lectures and readings will inspire and encourage you to discover, define and refine your own ethical values and moral compass throughout the semester. We hope this clarity of understanding will guide your conscious choices as an “eater” or “prosumer” in the food system. Ultimately, we hope you might develop a mindset whereby you consider every meal you eat or every purchase you make as an “asset allocation” of stomach, heart and wallet.

This offering of EE 101 will explore how greater *transparency* across the food system could play a role in creating a healthier, more sustainable and more just 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 ORGANIZERS**

**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. In 1990, Will served as founding CEO of The Republic of Tea and has had a prolific career cultivating early-stage companies focused on health and sustainability. He is the recipient of the 2010 Oslo Business for Peace Award and was named one of seven people shaping the future of food by Bon Appetit magazine.

## **COURSE SCHEDULE AND TOPICS**

(Note: Our guests' schedules are complicated and subject to change. We always do our best to follow the schedule as set-forth. **Enrolled students need to check bcourses on a weekly basis to access the updated schedule and readings for the course.**)

**1/17/18**

### **The Food Movement: Vision and Values**

**Speakers:** Eric Schlosser and Alice Waters in conversation

Few things could be considered more essential to our lives than the food that we eat everyday. What we eat, how we eat, with whom we eat, where our food comes from and how it is prepared are vital aspects of our daily lives--and ultimately our personal well-being and our planetary health. Alice Waters has been the standard-bearer of a global food-movement that has brought healthy food back to a convivial dining table for nearly fifty years. At the heart of her work has been a set of defining values that have guided her approach, choices and perspective. This lecture will explore the integral relationship of food to agriculture and of food to culture and how food affects the quality of our everyday lives. Alice and Eric will share their points of view and how they arrived at them, as well as their efforts and experiences to influence and shape the transformation of the industrial food system to one that focuses on justice, and local and organic standards.

**Eric Schlosser** is an award-winning investigative journalist and author of *Fast Food Nation* (2001), *Reefer Madness* (2003), and *Command and Control: Nuclear Weapons, the Damascus Accident, and the Illusion of Safety*.

In addition to writing, Schlosser adapted his book for the film *Fast Food Nation* (2006), is a feature interviewee in Franny Armstrong's film *McLibel*, co-produced *Food, Inc.* (2008), with Robert Kenner, and produced the documentary film *Food Chain in 2014*.

Readings:

1. Obesity Was Rising, Then Came KFC, New York Times  
[https://www.nytimes.com/2017/10/02/health/ghana-kfc-obesity.html?\\_r=0](https://www.nytimes.com/2017/10/02/health/ghana-kfc-obesity.html?_r=0)
2. The Chain Never Stops, Eric Schlosser, Mother Jones  
<http://www.motherjones.com/politics/2001/07/dangerous-meatpacking-jobs-eric-schlosser/>

**1/24/18**

## **Systems Thinking the Food System**

**Speaker:** Will Rosenzweig

The Food Industry is a seven trillion dollar annual business—something we actively participate in several times a day, consciously and unconsciously. This class will introduce the discipline of systems-thinking by exploring the interdependencies between food, agriculture, health, behavior, culture, policy, science, and economics. We will study a model for a healthy food system and explore ways we might intervene in the existing model to catalyze positive change and become systems-actors in a healthy food system.

Readings:

1. Dancing with Systems, Donella Meadows  
<http://donellameadows.org/archives/dancing-with-systems/>
2. What is Food Ethics? Food Ethics Council, UK  
<http://www.foodethicscouncil.org/society/what-is-food-ethics.html>
3. Food Ethics Council Business Toolkit  
[http://www.foodethicscouncil.org/uploads/publications/Toolkit\\_Final\\_Web\\_0.pdf](http://www.foodethicscouncil.org/uploads/publications/Toolkit_Final_Web_0.pdf)
4. Excerpts from Professor Clair Brown's **Buddhist Ethics** Blog (pdf) Read pages 1-10. (Remainder is optional)

**1/31/18**

## **How Movements Move**

**Speaker:** Saru Jayaraman

Public conversations about food have flourished since the 1960s. Influential books, movies, articles have detailed the consequences of industrial food production, agricultural policy, obesity, labor practices, animal welfare, and much more. In the wake of these conversations, it is important to ask, is the “food movement” a social movement? This class will explore what details a social movement and what it will take to shift the power balance.

Building on her vast experience as co-founder and co-director of the Restaurant Opportunities Centers United, Saru Jayaraman will discuss ways to take fights for bold social change goals and transform them into sustained action. Her lesson, based in social movement theory and history, encourages viewers to think about how they can

make transformative change by building coalitions across organizations, issues, and sectors.

**Saru Jayaraman** is the Co-Founder and Co-Director of the Restaurant Opportunities Centers United (ROC United) and Director of the Food Labor Research Center at University of California, Berkeley. After 9/11, together with displaced World Trade Center workers, she co-founded ROC in New York, which has organized restaurant workers to win workplace justice campaigns, conduct research and policy work, partner with responsible restaurants, and launch cooperatively-owned restaurants.

Saru Jayaraman co-edited *The New Urban Immigrant Workforce*, (ME Sharpe, 2005). And is the author of *Forked A New Standard for American Dining* (2016), and *Behind the Kitchen Door* (2013). She is a graduate of Yale Law School and the Harvard Kennedy School of Government and is currently a lecturer at the Goldman School of Public Policy.

Reading: Chapters 1 & 2 of *Forked: A New Standard of American Dining*

**2/7/18**

### **Regenerative Cooking: Food, Soil, and Seeds**

**Speaker:** Chef Dan Barber

Plant breeders are the architects, and seeds are the blueprints for our food chain. Long before ingredients reach our kitchen, the seed sets the foundation for the whole system, from field to distributor to marketplace.

For decades, the system has been determined by the pursuit of yield and uniformity. But what if chefs, and flavor, had a seat at the table? What new standard of ingredients would be possible if we selected for taste and nutrition from the very beginning?

Chef Dan Barber will explore a new kind of recipe—one that starts with the seed. Barber will discuss the role of chef-breeder collaboration in reshaping our food system and share examples of new vegetable varieties inspired by and celebrated in the Blue Hill kitchen.

**Dan Barber** is the chef and co-owner of Blue Hill and Blue Hill at Stone Barns, and the author of *The Third Plate*. His opinions on food and agricultural policy have appeared in the *New York Times*, along with many other publications. Appointed by President Barack Obama to serve on the President's Council on Physical Fitness, Sports and



Nutrition, Dan continues the work that he began as a member of Stone Barns Center for Food and Agriculture board of directors: to blur the line between the dining experience and the educational, bringing the principles of good farming directly to the table. Barber has received multiple James Beard awards including Best Chef: New York City (2006) and the country's Outstanding Chef (2009). In 2009 he was named one of Time magazine's 100 most influential people in the world.

Reading:

1. What Farm to Table Got Wrong, NY Times  
[https://www.nytimes.com/2014/05/18/opinion/sunday/what-farm-to-table-got-wrong.html?mtrref=www.google.com&gwh=CC7FC66A935B537587AFA99E6DA14D08&gwt=pay&assetType=opinion&\\_r=0](https://www.nytimes.com/2014/05/18/opinion/sunday/what-farm-to-table-got-wrong.html?mtrref=www.google.com&gwh=CC7FC66A935B537587AFA99E6DA14D08&gwt=pay&assetType=opinion&_r=0)
2. Excerpt from **The Third Plate** Chapter 27 by Dan Barber (Chapter 28 and 29 optional) (pdf)

**2/14/18**

### **Food and Media**

Speaker: Naomi Starkman in conversation with Shakirah Simley, Justin Phillips, and Bonnie Tsui

Everyday there are myriad conflicting reports about the role and effectiveness of diets, nutrients and specific foods on our health as well as confusing information about the sustainability, effectiveness and impacts of different farming approaches. Science is both embraced and denied. How does one become an informed and enlightened eater? With competing values and interests influencing the news we read, how do we sort through and choose trustworthy sources of information in the media.

**Naomi Starkman** is founder and editor of CivilEats.com, a daily news source for critical thought about the American food system. She is a food policy consultant to Consumers Union and others, as well as a founding board member and the Strategic Communications Advisor to the Food & Environment Reporting Network. Naomi served as the Director of Communications & Policy at Slow Food Nation '08 and has worked as a media consultant at The New Yorker, Vanity Fair, GQ and WIRED magazines. She was previously a senior publicist at Newsweek magazine and was the Director of Communications for the American Foundation for AIDS Research (amfAR). After graduating from law school, she served as the Deputy Executive Director of the City of San Francisco's Ethics Commission. Naomi works with various clients on food policy and advocacy and is an avid organic gardener, having worked on several farms.

Readings:

1. Could a Meat Tax Be on the Horizon? Civil Eats  
<https://civileats.com/2017/12/15/could-a-meat-tax-be-on-the-horizon/>
2. Farm-to-Table Might Feel Virtuous, but It's Food Labor That's Ripe for Change  
<https://www.npr.org/sections/thesalt/2017/07/30/539112692/a-chefs-plea>
3. Why Is Asian Salad Still on the Menu?  
[https://www.nytimes.com/2017/04/27/opinion/sunday/why-is-asian-salad-still-on-the-menu.html?\\_r=0](https://www.nytimes.com/2017/04/27/opinion/sunday/why-is-asian-salad-still-on-the-menu.html?_r=0)
4. <https://longreads.com/2017/10/04/how-food-can-be-a-platform-for-activism/>

**2/21/18**

### **Food and Personal Health**

**Speaker:** Dr. David Katz

Currently, in the United States, 70 percent of all Americans are overweight or obese--a leading to millions of cases of chronic disease. How does the food we eat have an effect on our health? What constitutes "healthy food?" Is food medicine? This class focuses on food and the human system and will present the latest research and insights about how the food we eat affects our minds and bodies, our genes, phenotypes, microbiomes, etc.

**David L. Katz, MD, MPH, FACPM, FACP, FACLM**, is recognized globally for his expertise in nutrition, weight management and the prevention of chronic disease. He is the founding director of Yale University's Yale-Griffin Prevention Research Center and the current President of the American College of Lifestyle Medicine. In 2015, Dr. Katz established the True Health Initiative to help convert what we know about lifestyle as medicine into what we do about it, in the service of adding years to lives and life to years around the globe. He earned his BA degree from Dartmouth College; his MD from the Albert Einstein College of Medicine; and his MPH from the Yale University School of Public Health.

Readings:

- Can we Say What Diet is Best for Health?  
<http://www.annualreviews.org/doi/abs/10.1146/annurev-publhealth-032013-182351> (Download PDF from link and read full article)

**2/28/18**

## Food and Farmers

**Speakers:** Judith Redmond and Craig McNamara

One of the most opaque relationships in the food system lies behind the relationship between consumers and the farmers who make it possible for us to eat. This class aims to bridge the connection, by exploring life as a farmer; the challenges, perks, what it is like to produce the highest quality food possible, foster relationships with their customers, and run an effective and organized business.

**Judith Redmond**, is a native Californian who has been farming in Northern California since 1989. She is one of four owners of Full Belly Farm where a diverse assortment of fruits, nuts, and vegetables are grown, sheep and chickens are pastured, and training for interns and children's educational programming is offered. Judith focuses on marketing, maintaining border strips of native plant hedgerows, and managing the 1,300-member Community Supported Agriculture project.

**Craig McNamara** is the president and owner of [Sierra Orchards](#), a diversified farming operation producing primarily organic walnuts. By connecting people, policy and agricultural best practices, Craig works to protect the land that feeds us, to promote social justice and support the next generation of farmers. In that capacity, he serves as the founder of the [Center for Land-Based Learning](#), an innovative program that helps high school students build greater social and human capital in their communities.

Craig is President of the [California State Board of Food and Agriculture](#), on the UC President's Advisory Commission and the UC Davis Dean's Advisory Council. He is an advisory board member of the Agricultural Sustainability Institute, and active in the American Farmland Trust, Roots of Change, and the Public Policy Institute of California.

Readings: Please review these web links as suggested by the speakers:

California Agriculture Climate Action Network (CalCAN)

<http://calclimateag.org/our-work/calcan-fact-sheets/>

Farmer Stories:

<http://calclimateag.org/farmer-stories/>

Description of California's Climate/Agriculture Programs

<http://calclimateag.org/cap-and-trade/>

Farm Energy News

<http://calclimateag.org/category/farm-energy-news/>

Drawdown

<http://www.drawdown.org/the-book>

<http://www.pas.va/content/accademia/en/events/2017/health/declaration.html>

**3/07/18**

### **Food and Climate**

**Speaker:** Paul Hawken

**Class Topic: Food and Climate: Description TBD**

**Paul Gerard Hawken** is an environmentalist, entrepreneur, author, and activist. He attended UC Berkeley and San Francisco State University. Hawken's work includes founding ecological businesses, writing about impacts of commerce on living systems, and consulting with corporations and governments on economic development, industrial ecology, and environmental policy. Hawken is the Co-founder and Executive Director of Project Drawdown, a non-profit that describes when and how global warming can be reversed.

**3/14/18**

### **Food and Global Health**

**Speaker:** Lia Fernald

There are growing disparities and inequalities around the country and globe with respect to the quality and quantity of food available. Overnutrition and undernutrition plague every country in the world. What are the pathways to resolve the great disparities and inequities of access to healthy food and nutrition across the globe? Where are the effective place to intervene in complex systems where culture, agriculture, climate, soil, politics and business collide?

Dr. Lia Fernald, PhD, MBA, is a Professor in Community Health Sciences at the University of California, Berkeley. Dr. Fernald has been working in the field of global public health for over 20 years focusing specifically on infants and children in low- and

middle-income countries, with the overarching goal of improving lives of vulnerable children through systemic, strategic, and effective interventions. Her research uses rigorous methodological approaches to design and examine integrated interventions to address inequalities, health disparities, and child development outcomes. For example, Dr. Fernald has conducted research examining the effects of community mobilization, conditional cash transfer programs, microcredit programs, and community-based nutrition supplementation on infant and child development. The majority of her research has been focused in Africa (Kenya, Malawi, Madagascar, South Africa), Asia (Bangladesh, India, Vietnam, Indonesia), and Latin America (Mexico, Ecuador, Peru & Chile). Dr. Fernald has a Ph.D. (International Nutrition and Child Development, University of London), an M.B.A. (University of California, Berkeley), and a B.A. (Biological Anthropology, Swarthmore College).

#### READINGS:

How Big Business Got Brazil Hooked on Junk Food, New York Times

[https://www.nytimes.com/interactive/2017/09/16/health/brazil-obesity-nestle.html?\\_r=0](https://www.nytimes.com/interactive/2017/09/16/health/brazil-obesity-nestle.html?_r=0)

**3/21/18**

### **Food System Politics: From Science to Advocacy**

**Speaker:** Marion Nestle

Public policies have a tremendous impact on how food is produced, processed, distributed, and purchased. Likewise, the concentration of corporate power and influence in the food system has a meaningful influence on policy and behavior. This class will explore the public policies that have an effect on our nation's health and nutrition and the operation of the food and agriculture system in general and how the industry influences such policies. Professor Nestle will examine the case of the Berkeley Soda Tax as an example.

**Marion Nestle** is a professor, of Nutrition, Food Studies, and Public Health at New York University as well as a visiting professor of Nutritional Sciences at Cornell. She is the author of six prize-winning books: *Food Politics: How the Food Industry Influences*

*Nutrition and Health* ( 2002); *Safe Food: The Politics of Food Safety* ( 2003); *What to Eat* (2006); *Why Calories Count: From Science to Politics*, co-authored with Dr. Malden Nesheim (2012); *Eat, Drink Vote: An Illustrated Guide to Food Politics* (2013); *Soda Politics: Taking on Big Soda (and Winning)* (2015) She also has written two books about pet food:*Pet Food Politics: The Chihuahua in the Coal Mine* (2008)*Feed Your Pet Right* (also with Dr. Nesheim) (2010). She blogs daily (almost) at [www.foodpolitics.com](http://www.foodpolitics.com), and tweets @marionnestle (named by Time Magazine, Science Magazine, and The Guardian as among the top ten in health and science).

Her current book project deals with food industry funding of nutrition research and practice. Tentatively titled *Buying Nutrition Science: How Food Industry Sponsorship Skews Research and Harms Public Health*, it is scheduled to be published in Fall 2018 by Basic Books.

Marion Nestle earned a PhD. in molecular biology and an M.P.H. in public health nutrition from the University of California, Berkeley.

Readings:

1. Big Food, Food Systems and Global Health, Stuckler and Nestle (check the *announcements* tab on Bcourses for a PDF of the reading)
2. Corporate Funding of Food and Nutrition Research: Science or Marketing (check the *announcements* tab on Bcourses for a PDF of the reading)

**4/04/18**

### **Food Systems Innovation**

**Speakers:** Rebecca Chesney, Michiel Bakker, Kristin Richmond

**Rebecca Chesney** is a Research Director with IFTF's Food Futures Lab. She researches topics ranging from the future of global food security to augmentation of human senses, leads partnerships and collaborations across the food system, and is a frequent public speaker to audiences around the world. She has been featured in Wired UK's Future of Food issue, IBM's thinkLeaders series, The Financial Times, and Canadian Grocer Magazine, and she is a member of the Google Food Lab. Rebecca is particularly interested in exploring how people use food to reinvent the ways in which we live, work, and connect with one another.

**Michiel Bakker** leads Google's world-renowned Food program, supporting all food service related activities and initiatives for Google's global community. Bakker's focus areas include developing new insights and evidence in how food experiences can enable individuals and teams to be their best short and long term, and developing internal and external global partnerships to explore and tackle the challenges and opportunities in the broader food systems.

**Kristin Richmond** is co-founder and Chief Executive Officer of Revolution Foods. Kristin founded Revolution Foods in 2005 to transform the way we feed our students in this country by serving healthy meals and offering nutrition education to low income students. Prior to founding Revolution Foods, she was Vice President of Resources for Indispensable Schools and Educators, where she designed and executed strategy that grew the organization from a small community based program to a nationally scalable model working with more than 700 teachers and 60 public schools. From 2000 to 2002, Kristin lived in Nairobi and co-founded the Kenya Community Center for Learning (KCCL). Kristin is a member of the White House Council for Community Solutions and is a board member of KCCL, Lighthouse Community Charter School, and U.C .Berkeley's Global Social Venture Competition. She is also an Aspen Institute Entrepreneurial Leaders in Public Education Fellow. In 2010, NewSchools Venture Fund named Kristin and her co founder, Kirsten Tobey, Entrepreneurs of the Year. Kristin holds a B.S. in Finance and Accounting from Boston College and an M.B.A. from U.C. Berkeley.

Readings: TBD

**4/11/18**

**The Food Experience: Access and Justice**

**Speakers:** Corby Kummer and special guests

Mark Ryle, Project Open Hand

**Corby Kummer** is a senior editor at *The Atlantic* and author of *The Joy of Coffee* and *The Pleasures of Slow Food*, the first book in English on the Slow Food movement. He has been restaurant critic of *New York*, *Boston*, and *Atlanta* magazines and food and food policy columnist for *The New Republic*. Kummer is editor in chief of Ideas: *The Magazine of the Aspen Institute* and is launching Food and Society at the Aspen Institute, a program dedicated to improving the country's food supply and public health. A weekly commentator on food and food policy on WGBH's Boston Public Radio, Kummer has received five James Beard Journalism Awards.

Readings: TBD

**4/18/18**

**Course Summary and the Future**

**Speaker:** Michael Pollan (invited)

Topics to be determined.



## **Tentative Assignments: Final Essay Prompts to be Provided in Class**

### **Essay One- Values in Action**

#### **Format:**

Length: 3-4 pages (not including bibliography), double-spaced, 12 pt font, 1 inch margins.

Use (and cite!) at least two lectures and two readings. You can use as many outside sources as you like but you must use at least two lectures and two readings.

Citation Style: APA

#### **Prompt:**

*Calculate the benefits and consequences of your choices.*

Your Aunt Gloria has just left you \$250,000 in her will with instructions to open an innovative restaurant that serves delicious food in a healthy and sustainable manner. Your challenge is to design and describe your new business in vivid, mouth-watering detail. First, identify and define *three* core values that you think will make the restaurant an overwhelming success. Tell us the story of your restaurant: Describe it and what makes it different from other offerings. Define the demographic and cultural details of your target customer. You can also define the name and describe the proposed location(s), etc. Be sure to explain how the core values you chose will contribute to making the restaurant successful. Identify the benefits, implications or unintended consequences of the values you choose to live by in your restaurant, ie, the impact on costs, size of customer base, limitations of supply, labor or any other individual, community, societal or planetary impact.

Next, choose one simple item from your new menu and describe it in precise, factual detail. Trace and describe the complete supply chain of the key ingredients that make up this dish including how and where and by whom the ingredients are produced. Also define and describe any and all implications for personal well-being and planetary sustainability for the dish you selected.

#### **Essay Rubric (for a maximum of 25 points):**

**1. Creativity: How imaginative is the solution?** Class concepts have been explored and applied in a vivid and original manner. 5pts

**2. Thoroughness/Detail: How complete is the assignment and how detailed are the descriptions and analysis?** Has the author addressed all facets of the assignment? Has the theme of transparency been applied in the explanation? Examples and ideas are supported with appropriate details from readings and lectures. 10pts

**3. Interconnections and Consequences: How well does the student understand and describe the interconnections and consequences of their design?**

Interconnections is a theme of the class. How well does the essay explore and tie in concepts that have been presented so far throughout the course? 5pts

**4. Syntax/Writing mechanics: How does the student support their choices with citations from lectures, readings and other sources.** The paper exhibits a clear organization and natural flow with few or no grammar or spelling errors. Writing is clear and compelling. The minimum number of required sources are used to explain and support points. Proper APA citation is used. 5pts

### **Essay 2 - Create a Food Systems Map**

Create a map of the food system that you have learned about this semester, detailing one specific component of the food system that you found most compelling. Describe the diverse components, actors and policies at work in the diagram and how they interact with each other. Next, identify a problem in the area you mapped out in detail and develop a strategy, a campaign, a company, a law, or some combination to make meaningful change. Describe, what is the change you want, why you think this change is important, and how likely it is that your change will succeed. Define an ethical position and describe the desired outcomes you hope to produce and how they will manifest for people and planet.