

The Berkeley Changemaker™

EDIBLE EDUCATION

The Berkeley Haas logo consists of the word "Berkeley" in a gold serif font above the word "Haas" in a white sans-serif font, both set against a dark blue square background.

Reimagining Eating In & Eating Out

A collaboration between The Sustainable Food Initiative at the Berkeley Haas Center for Responsible Business, the Edible Schoolyard Project and Ideagarden Institute

UGBA 192T.9 (2 units)

Lecture | Wednesdays @ 6:10-8pm in Anderson Auditorium

COURSE PURPOSE & OVERVIEW

Edible Education: Becoming a Food Systems Changemaker

This uniquely UC Berkeley course, now in its eleventh year, teaches students about food innovation and entrepreneurship by exploring the future of food, its diverse systems and movements. Edible Education is a weekly lecture series that invites renowned experts—leading academics and practitioners—to campus to share their visions, research, and experiences about the food system and its critical role in our culture, well-being and survival.

This semester, we reimagine eating in and eating out. The food system - a \$12 trillion business - was amongst the most impacted areas during the pandemic. The ways we produce, prepare, and consume food have undergone dramatic changes. As we redefine what is “normal”, changes to the food system that directly address climate change and social justice are within our personal and collective reach and power.

At Edible Education, the class sessions, readings and assignments 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 individual and collective choices, actions, behaviors, policies and public and private interests affect it. The course emphasizes a specific bias towards individual action, sharing vivid examples of how creative and resourceful people design and orchestrate change in a complex, dynamic market-based system. We explore personal ethics, complex systems (and how to intervene in them), and entrepreneurial agency. We draw on the playbooks of organizing, advocacy and entrepreneurship and explore ways to develop a multi-sector perspective to food-systems change making. Throughout the course students will develop their own “changemaker’s toolbox” - a set of skills and examples they can use to enact change in the food system and beyond. We’d like to see our next generation of eaters and leaders develop consciousness and intention as systems designers and systems leaders. Ideally, Edible Education will inspire and equip you to become a food systems **changemaker** in your personal life and perhaps your professional career.

BERKELEY CHANGEMAKERS™

The Berkeley Changemaker™ program assumes that Berkeley students have, for generations, been people who feel “called” to make an impact beyond themselves. Edible Education draws students who are inspiring changemakers across the food system, and challenges students to leverage systems thinking, ethical leadership, and entrepreneurial agency to create their personal plan for creating change in the food system. Students will explore their personal relationship with food and their potential impact on the food system, before reimagining the future of food in collaboration with their peers.

COURSE ORGANIZERS

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

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 Barack Obama.

COURSE LEADER & CURATOR

Will Rosenzweig | wbrose@berkeley.edu

Office Hours | Wednesday afternoons 2-4pm (by appointment via Zoom) and by appointment at our mutual convenience.

Please contact Will by email to make an appointment. He really enjoys meeting with students.

GRADUATE STUDENT INSTRUCTOR

Pooja Bag | pooja.bag@berkeley.edu

Office Hours | TBD

GRADUATE TEACHING TEAM

Pooja Bag | pooja.bag@berkeley.edu

GSI

Sania Salman | sania.salman@berkeley.edu

GSI (Graduate Section)

Sarah Brandon | sbrandon@berkeley.edu

Reader

Jiaqi Song | jiaqi.song@berkeley.edu

Reader

Allison Work | allisonwork@berkeley.edu

Reader

OUR LEARNING JOURNEY, BY WEEK

See bCourses for zoom invites and corresponding readings and assignments. You are encouraged to **check bCourses weekly** as it is the primary portal for course management and the location for submitting individual exercises and peer discussion board responses.

Program and guest speakers are subject to availability and change.

There is an element of improvisational co-creation that takes place in the course and you are responsible for tracking staying in sync with the learning journey.

Date	Module/Topics/Speakers	Featured Guests	Learning Objectives & Assignments Due (6 pm on day of class)
1/19/22	<p>Setting the table</p> <p><i>Welcome to the Edible Education community. Our first meeting will introduce the course curators and provide an overview of the semester ahead, including our shared goals and preview of what to expect in the coming weeks. Please consult bCourses weekly for readings, assignments and updates.</i></p>	Alice Waters	
1/26/22	<p>How do we/might we/should we... decide what we eat?</p> <p><i>The decision of what to eat may seem simple but is a reflection of our cultural and historical environment, socioeconomic status, our values, and much more. Author Michael Pollan has spent his career exploring what we eat and why we eat it, and has himself indelibly shaped the relationship millions have with food. Together, we will explore trends in the way our food system has evolved and imagine where it will go from here.</i></p>	Michael Pollan, Author	<p>Individual exercise: Food Diary</p> <hr/> <p>Peer discussion board: Read COVID-19 and the future of food systems, and identify challenges and opportunities in your local food system.</p>
2/2/22	<p>How might we... create equitable food systems that support diverse producers?</p> <p><i>Racial and economic injustice are the biggest barriers to climate progress in the agriculture sector – and the most promising and impactful solutions emerge through</i></p>	Nikiko Masumoto	<p>Individual exercise: Food Diary Reflection</p> <hr/> <p>Peer discussion board: None</p>

	<i>centering justice and supporting equity. We will reimagine the role farmers play in our communities, reimagine systems that are more representative and equitable, and discuss actionable paths forward.</i>		
2/9/22	<p>How might we... be climate-conscious eaters?</p> <p><i>The climate crisis and resulting extreme weather threaten agriculture and food security globally. We can each make a difference through the foods we eat. Authors Frances & Anna Lappe, in conversation with Tiffani Patton, will discuss the interconnected nature of climate and our decisions as eaters.</i></p>	Frances & Anna Lappe with Tiffani Patton, Real Food Media	<p>Individual exercise: Life Values + Food Values</p> <p>Peer discussion board: Read <i>Dancing With Systems</i>. Pick 2 lessons of systems thinking and share how you'd apply them to better understand food systems.</p>
2/16/22	<p>How might we... design the food of the future?</p> <p><i>Over the last year we've seen an unparalleled rise in food tech companies and the promise they hold to sustainably feed our growing population. But will these companies deliver on their promises? We will explore some of the most prominent technologies and companies leading this wave of innovation and understand the potential impact - both positive and negative - they may have.</i></p>	Larissa Zimberoff, Author	<p>Individual exercise: Favorite Meal: Sourcing</p> <p>Peer discussion board: Read <i>True Cost of Food</i>. Share which of the 14 metrics your community could focus on to reduce the true cost of food.</p>
2/23/22	<p>How might we... leverage food as medicine?</p> <p><i>One of the biggest disparities illuminated by the pandemic is the way food fuels or disrupts our health - a difference that is often dictated by socioeconomic status. Author Raj Patel will discuss his work on defining the relationship between our biological systems and the food system.</i></p>	Raj Patel, Author	<p>Individual exercise: Favorite Meal: Carbon Impact</p> <p>Peer discussion board: Postcard from the Future V1: How do you imagine the future of food? Write a postcard to a friend discussing the food system as a whole or one specific</p>

			aspect of your choosing. Then build on at least 2 peers' postcards.
3/2/22	<p>How might we... address compensation, gender, and power imbalances in the food system?</p> <p><i>The pandemic crisis has revealed and amplified the weaknesses in our global industrial food system, especially across gender lines. Saru Jayaraman will lead a discussion on how we as a global society wound up with such concentration of power and explore viable levers of change.</i></p>	Saru Jayaraman, One Fair Wage	<p>Individual exercise: Favorite Meal: Social Footprint</p> <p>Peer discussion board: Read <i>Food Ethics: a Wide Field in Need of Dialogue</i>, and share which of the five grand challenges of food that you think is most critical to solve, and why.</p>
3/9/22	<p>How might we... use food as a vehicle to convey and protect cultural heritage and history?</p> <p><i>One of the most fundamental roles of food is it's cultural significance - the foods we eat are a reflection of our society and values, and vice versa. This class will feature a conversation with writer/organizer Shakirah Simley and chef/farmer Matthew Raiford on how we can use food to capture that history, while also acknowledging the living and ever-changing nature of cuisine.</i></p>	Shakirah Simley & Chef Matthew Raiford	<p>Individual exercise: Favorite Meal: Lifetime Impact and Alternatives</p> <p>Peer discussion board: Explore problems that frustrate you about the food system, and identify <u>one problem</u> you'd like to address in your final paper.</p>
3/16/22	<p>How might we... responsibly purchase and distribute our food?</p> <p><i>The decisions we make as consumers and as institutions shape the flow of money, which, in turn, influences the actions companies take and the way our food system looks. Joined by Bentley Hall, founder of the grocery delivery service Good Eggs, we will explore how we can be more thoughtful purchasers and the impact that this individual and collective decision-making can have.</i></p>	Bentley Hall, CEO Good Eggs	<p>Individual exercise: <i>None</i></p> <p>Peer discussion board: <i>Topic-specific discussion boards:</i> Define your <u>problem statement, mission, and vision</u>, and then respond to at least 2 peers' posts with your suggestions.</p>

3/23/22	Spring Break	No Class	
3/30/22	<p>How might we... design future restaurants to respond to climate/health/equity issues?</p> <p><i>As climate, health, and equity concerns increasingly impact the day-to-day of society, they are factors all businesses - including restaurants - must take into consideration. Sweetgreen is paving the way by using new technology and sourcing models to reshape the impact a restaurant can have.</i></p>	Nicolas Jammet, Co-Founder, Sweetgreen	<p>Individual exercise: Final Paper: Vision Section</p> <p>Peer discussion board:</p> <p>Read <i>What Makes Entrepreneurs Entrepreneurial</i>. How can you apply “effectual reasoning” to create change in food systems?</p> <p>Topic-specific discussion boards: Identify <u>3-5 leverage points</u> to make your vision a reality, and then respond to at least 2 peers’ posts with your suggestions.</p>
4/6/22	<p>How might we... incorporate purpose and address power imbalances in restaurants?</p> <p><i>Everytable is founded on the belief that nutrition is a human right. Their innovative business model has captured a lot of attention as a potential model for a more equitable restaurant. Founder Sam Polk will discuss how he conceived of the restaurant, the biggest challenges it has faced, and how he sees the model transcending throughout the broader restaurant landscape.</i></p>	Sam Polk, CEO, Everytable	<p>Individual exercise: <i>None</i></p> <p>Peer discussion board: Topic-specific discussion boards: Describe <u>3 paths</u> that you envision yourself taking using your leverage points, and then respond to at least 2 peers’ posts with your suggestions.</p>
4/13/22	<p>Berkeley Entrepreneur Showcase</p> <p>How are Berkeley students and graduates transforming the food system? <i>This class focuses on the role of the entrepreneur in changing the food</i></p>	Special guests TBA	<p>Individual exercise: Final Paper: Pathways Section</p> <p>Peer discussion board: Topic-specific discussion boards:</p>

	<i>system and brings together innovative leaders to share their stories of transformation and action. Guests are invited based on students' recommendations.</i>		Explore <u>potential partnerships</u> to collaboratively create the future you want, and then respond to at least 2 peers' posts with your suggestions.
4/20/22	Food System Changemakers <i>This showcase features notable food systems changemakers from beyond the UC Berkeley community.</i>	Special guests TBA	Individual exercise: Final Paper: Submit Full Draft for Peer Review Peer discussion board: Topic-specific discussion boards: Share your <u>desired outcomes and the anticipated impact</u> , and then respond to at least 2 peers' posts with your suggestions.
4/27/22	How might we... continue to reimagine our food system? <i>We will end our journey by focusing on what we, as a local and global community of food systems changemakers, can do to reshape our food systems in ways that reflect our values and represent our identities.</i>	Special guests TBA	Individual exercise: Review 2 peers' final paper drafts and share your feedback. Peer discussion board: Postcard from the Future V2: What's your <u>current view on the future of food</u> ? Update your postcard from Week 5 discussing the food system as a whole or one specific aspect of your choosing. How has it changed since the beginning of the semester? Then build on at least 2 peers' postcards.
	No class		Individual exercise: Improve your final paper based on

		feedback and submit the paper
		<p>Peer discussion board: Share your <u>3-5 key takeaways</u> from this course. Also, please recommend <u>1-2 speakers and topics</u> for next year's class.</p>

EMAIL POLICY and COMMUNICATION

Should you have any questions about your participation in Edible Education 101, you can email the course GSI Pooja Bag, and she will aim to respond within 48-hours of receipt. Questions that require a more substantive explanation or conversation should be asked during office hours. Please include “UGBA 192T” or “MBA 292” in the subject line to help ensure a prompt response.

CLASS FORMAT

All class sessions will be held live. Attendees will be required to join all sessions in person.

TECHNOLOGY

This course uses bCourses for all assignments and course communications.

COURSE GRADE and CLASS PARTICIPATION

Attendance will be recorded during class sessions. Students are responsible for making sure their attendance is properly registered in bCourses throughout the semester. If you believe that the attendance registry does not accurately reflect your actual attendance, you must contact the GSI within two weeks of a particular date in question. Please check bCourses weekly for attendance and updated readings and assignments.

- **Attendance:** 14% (14 total, 1 per week, 1 point each)
- **Assignments:** 22% (11 total, 2 points each)
- **Discussion Boards:** 21% (28 total, 14 topic-related boards & 7 speaker-related boards (of your choice), 1 point each)
- **Final Paper:** 43%

ATTENDANCE

Students are expected to attend every class meeting in person and participate in question and answer sessions with guests, as well as small group discussions. In order to receive a passing grade, students may miss no more than two class meetings. Missing 3 classes will automatically result in an NP grade. Attendance is taken in class. **Assisting another student for attendance**

purposes will result in an NP for both students involved. If you have any difficulties with noting your attendance, please come and speak with the GSI at the end of that same class period. Otherwise we will assume you were not present.

CLASS PARTICIPATION AND INTERACTION WITH GUEST SPEAKERS

Our guest speakers come to class as a gift to our students and community. They generously volunteer their time and expertise for the benefit of our eaters and future food system leaders. Each week you will have the opportunity to pose questions to the guests. **You are invited to prepare these questions in advance and submit them on bCourses via a discussion board by noon of the day of class.** Please draw on the specific work of the guest speakers and the readings that pertain to the specific lecture in your questions. If your question is selected, you will be asked to pose it during the Q&A portion of the lecture.

ASSIGNMENTS

READINGS

Students are required to complete weekly assigned readings as posted on bCourses, which will be uploaded with the class date and title.

SHORT WRITTEN RESPONSES

Students must submit weekly short written responses on the class material and readings over the course of the semester. Responses should each be 1 page, double-spaced, 12 pt font, 1 inch margins and must be turned in on bCourses by 6:00pm on the dates they are due. They will be graded on a 0-8 scale. Points will be lost for lateness and failure to adhere to length specifications. Rubrics for assignments can be viewed on bCourses. Responses on the week's learnings will be due on Wednesdays before class.

FINAL PAPER

Students are required to complete a final paper 4-5 pages in length, due on May 13 [TBC]. The essay prompt will be posted bCourses well in advance of the due date. Papers must be uploaded to bCourses by 11:59pm on May 13 [TBC] or they will be marked late. One letter grade will be deducted for each day the assignment is late. There is no final exam for this course.

CAMPUS RESOURCES

BASIC NEEDS

If you are in need of economic, food or housing support, you can find help at www.basicneeds.berkeley.edu. You may be eligible for money to buy groceries via calfresh.berkeley.edu or our Food Assistance Program. If you are in need of food immediately, please visit our UC Berkeley Food Pantry at pantry.berkeley.edu/.

STUDENT SERVICES

Many students experience personal and family problems, as well as emotional difficulties. Counseling and Psychological Services (CAPS) is available to consult with you regarding various emotional health issues. To make an appointment with CAPS, or if you are concerned about

another student, call 510-642-9494. CAPS is located on the 3rd Floor of the Tang Center. In case of an emergency, call 911.

LIMITS TO CONFIDENTIALITY

As UC employees, all course instructors and tutors are Responsible Employees and are therefore required to report incidents of sexual violence, sexual harassment or other conduct prohibited by university policy to the Title IX officer. We cannot keep reports of sexual harassment or sexual violence confidential, but the Title IX officer will consider requests for confidentiality. There are confidential resources available to you, including the PATH to Care Center (<http://sa.berkeley.edu/dean/confidential-care-advocate>), which serves survivors of sexual violence and sexual harassment.

HONOR CODE AND ACADEMIC MISCONDUCT

All students should adhere to the UC Berkeley Honor Code: “As a member of the UC Berkeley community, I act with honesty, integrity, and respect for others.” Plagiarism includes appropriation of whole passages with or without credit, appropriation of words and phrases without credit, appropriation of both main and supporting ideas without credit, and paraphrasing without credit. Plagiarism also includes submitting a paper written by someone else or submitting a paper you wrote for a different class.

SPECIAL ACCOMMODATIONS

If you need disability-related accommodations in this class, if you have emergency medical information you wish to share, or if you need special arrangements in case the building must be evacuated, please inform the GSI after class or during office hours. For disability-related accommodations, you also need to obtain a letter from DSP which will be sent directly to the professor.

PRIVACY & RECORDING NOTICE

To improve student optionality and the student learning experience, we use live streaming and recording technology in our Haas MBA courses and events. Use of these technologies allow:

- Students to participate in core and elective courses and Haas campus events (such as Dean’s Speaker Series events) remotely
- Students to watch video recordings of classes and events they could not attend in person
- Prospective students to observe first hand our unique Haas culture via live stream as they decide whether to apply to the MBA Programs or accept an offer of admission
- Students to view course recordings for courses they are not enrolled in to help them decide on electives to enroll in or as an enrichment opportunity
- Haas Alumni to audit Haas electives as part of the Haas lifelong learning proposition
- Members of the Haas Community to engage or watch important BerkeleyHaas Events such as Dean Speaker Series events, lectures sponsored by Centers and Institutes, and ceremonies such as Commencement

In recognition of these practices, the MBA Programs at Haas, events and class lectures may be live streamed via the internet and/or recorded [TBC].

If live streamed, this content is available to:

- Students registered in the course
- Current UC Berkeley students (who may or may not be registered in the particular course)
- Haas alumni auditing courses, approved pursuant to UC Berkeley's auditing policy
- Prospective students approved in advance
- Faculty/staff as appropriate under UC Berkeley policy

If recorded, this content is available for viewing to:

- Students registered in the course
- Current UC Berkeley students (who may or may not be registered in the particular course)
- Haas alumni auditing courses, approved pursuant to UC Berkeley's auditing policy
- Prospective students approved in advance
- Faculty/staff as appropriate under UC Berkeley policy
- Community members and the general public

I understand that, as a result, my personally identifiable information may be disclosed to individuals with access to the livestream and/or recordings, as described above. The information may include: my name, my course enrollment and recordings of my participation in academic and extracurricular activities.

I understand that my participation in events and class lectures will be recorded, and may involve the disclosure of personally identifiable information as described above.

By enrolling in, or attending, any MBA courses, I acknowledge and consent to the terms of this Privacy and Recording Notice and provide my authorization to the practices and activities described above. This authorization will remain in effect until my graduation or departure from the MBA Program, whichever comes first.

I understand that if I am concerned about my privacy in live-streamed or recorded courses or events, I can maximize my privacy by engaging in one or more of the following practices:

- Modifying my display name to show only my first name and last initial or first name only
- Using muted video to remain engaged and dialing in to the class to use audio by phone so that when I ask a question, my name and face will not be shown on the recording
- Engaging via chat room rather than by asking questions by audio/video channels

To discuss questions or concerns about the Privacy and Recording Notice, contact the appropriate MBA Program Office.

For more information on privacy practices I can use during recorded or live streamed courses or events, contact [UC Berkeley's Student Technology Services](#)

The Federal Education Rights and Privacy Act (FERPA) is a law that governs access to educational information and records. Information specific to UC Berkeley is maintained by the Office of the Registrar and can be found here: [FERPA \(Privacy Disclosure\)](#).

For more information regarding UC Berkeley's privacy policies, contact the [Privacy Office](#).