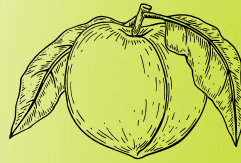


A Berkeley Changemaker® course

SPRING 2023

# EDIBLE EDUCATION



UGBA 192.9T  
MGBA 292.9T (2 units)  
Wednesdays 6:10-8pm  
Anderson Auditorium,  
BerkeleyHaas

## The Legacy and Impact of UC Berkeley's Food Systems Changemakers

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

### COURSE PURPOSE

This uniquely UC Berkeley course, now in its twelfth year, invites students, alumni and the broader Berkeley community to engage in the dynamic process of food systems innovation and entrepreneurship. Food systems innovation offers a diverse portal for addressing climate, health, and social justice issues in rapid and tangible ways. Edible Education is a special course that invites renowned experts – changemakers from all sectors – to campus to share their visions and experiences to further our understanding of food's critical role in our culture, well-being, and survival.

This Spring, we draw inspiration from the best of UC Berkeley's changemakers: past and present community members who apply their distinct Berkeley experience to positively impact their wider networks, organizations and beyond. This year we turn our focus to students, alumni, community members, and faculty who are transforming the food system.

A remarkable cohort of UC Berkeley thinkers and doers including Alice Waters, Michael Pollan, Marion Nestle, and David Mas Masumoto will participate in fresh and personal conversations each week, and will illuminate the often illusive process of transforming ideas into action.

Additionally, you will learn from fellow students and benefit from the guidance and facilitation of the course's curator, Professor Will Rosenzweig, a celebrated systems entrepreneur whose inspiring work in social entrepreneurship earned him the Oslo Business for Peace Award and other notable recognition.

Collaborating with an interdisciplinary teaching team, Edible Education encourages community members from all academic and professional backgrounds to come together to feast on ideas, inspiration, and fresh produce from our mini "farmer's markets." Edible Education returns to Berkeley this Spring to continue generating and supporting a new season of Berkeley changemakers.



Course Guide Will Rosenzweig and Course Curator Alice Waters speaking to Edible Education 101, holding Buddha's hand lemons from Will's garden.

## LEARNING OBJECTIVES

Edible Education aspires to guide students to become “enlightened eaters,” conscious of our complex relationships to the broader local and global food systems in which we participate. The course explores the complex ways industry, policy, science, technology, research and our own habits, choices and behaviors influence the greater whole. Students develop a basic understanding of the dynamic interdependencies in food systems and how they are inherently intertwined with critical issues of climate, health, and social justice.

Edible Education focuses on three pillars of knowledge and action that are interwoven throughout the conversations with the course’s weekly guests:

- **Systems Thinking** — learning to “see systems” of dynamic interdependencies, identify leverage points, and develop hypotheses for change.
- **Ethical Leadership** — the ways changemakers align their values with their personal and organizational actions to enroll others in a shared vision and plan for action.
- **Entrepreneurial Agency** — focusing on the synthesis of evidence-based insight, intuition, and a persistent sense of purpose, the course illustrates the ways changemakers demonstrate initiative, resourcefulness, rapid iteration, and learning while “acting their way into meaning.”

The course readings progress along an arc that traverses a shift from a “me to we” mindset, also expressed as a transformation from “ego-centric to ecocentric.”

## COURSE ORGANIZERS

**William Rosenzweig**, a Social Impact Fellow, has been a member of the Professional Faculty at BerkeleyHaas since 2000. In the 1990’s, Will served as founding CEO of The Republic of Tea and has had a prolific career as an entrepreneur and venture investor cultivating early-stage enterprises 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**, the founder of Edible Education at UC Berkeley, is a 1967 graduate of Cal 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.

## COMMUNITY MANAGER

**Francesca Hodges** is a recent graduate from UC Berkeley in Global Studies, Human Rights, and Journalism. As the Community Coordinator for this year's Edible Education, Francesca is responsible for community engagement, social media production, and newsletter communications.

Please contact Francesca by email, [fhodges@ideagarden.com](mailto:fhodges@ideagarden.com), with any questions regarding attending our classes in-person or online. Information may be found via our weekly newsletter. Sign up [here](#) to subscribe.

# SPEAKER SCHEDULE

The readings, podcasts, videos, or other materials are intended to enhance the weekly conversations with our guests. The readings for community members are optional, but are linked below for free and open access.

DATE	GUEST SPEAKER	ASSOCIATED READING (click for access)
JAN. 18	<b>Will Rosenzweig</b> Course Overview	<p>Read Introduction and Conclusion from <a href="#">You are What You Eat</a> by Alice Waters</p> <p>Read <a href="#">The Pleasure of Eating</a> by Wendell Berry</p> <p>Listen to <a href="#">The Food System was Designed to Fail</a> Food x Design, created by Sandeep Pahuja (MBA '15) 12 minutes</p>
JAN. 25	<b>Alice Waters</b> Food Values	<p>Read Chapter 1: <a href="#">We are What We Eat</a> by Alice Waters</p> <p>Read <a href="#">IPES FOOD-Covid-19 and the crisis in food systems</a></p> <p>Read <a href="#">Food Ethics: a Wide Field in Need of Dialogue</a></p>
FEB. 1	<b>Marion Nestle</b> Food Politics	<p>Read <a href="#">The Farm Bill Drove Me Insane</a> by Marion Nestle</p> <p>Read Food Politics on <a href="#">Front-of-package labeling and the USDA</a></p> <p>Review <a href="#">Marketing Exposed Report</a> and Website</p>
FEB. 8	<b>Michael Pollan</b> Food Systems	<p>Read <a href="#">The Sickness in our Food Supply</a> by Michael Pollan</p> <p>Read <a href="#">Dancing with Systems</a> by Donella Meadows</p>
FEB. 15	<b>Christopher Gardner</b> Food is Nourishment	<p>Read EAT-Lancet: <a href="#">Can a Scientific Commission Change the World?</a></p> <p>Review the <a href="#">True Cost of Food Report</a> from the Rockefeller Foundation</p>
FEB. 22	<b>Elizabeth Hoover and guests</b> Food Sovereignty and Environmental Justice	<p>Read <a href="#">Indigenous Peoples' food systems: Insights on sustainability and resilience from the front line of climate change</a></p> <p>Read <a href="#">Tracing Regenerative Agriculture to its Indigenous Roots</a> an interview with Liz Carlisle (PhD)</p> <p>Listen Food x Design: <a href="#">Old Ag, New Crops</a> 25 mins</p>

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<b>MAR. 1</b>	<b>Saru Jayaraman</b> Change Making the Restaurant Sector	Read Excerpt from <i>One Fair Wage</i> by Saru Jayaraman  Read <a href="#">Lead with Creative Tension</a>
<b>MAR. 8</b>	<b>Dr. Kristine Madsen</b> Nudging Food Culture: Translating Research to Policy	Read <a href="#">The Battle Against Big Soda</a> by Kristine Madsen, MD, MPH  Read <a href="#">A Big Blow for Big Soda</a> by Anna Lappe for Civil Eats
<b>MAR. 15</b>	<b>Alana Siegner, Ryan Peterson, Elaine Hsu</b> The Promises of Regenerative Agriculture	Read <a href="#">Soil Health is Human Health</a> by Naomi Starkman, Civil Eats  Watch <a href="#">The Soil Story</a>
<b>MAR. 22</b>	<b>Mas Masumoto</b> Generational Family Farming	Read <a href="#">Epitaph for a Peach (excerpt)</a> by David Mas Masumoto
<b>APR. 5</b>	<b>Paul Rice</b> Fair Trade, Certifications, and Value Creation	Review Fair Trade USA's <a href="#">Theory of Change</a>  Read <a href="#">What Makes Entrepreneurs Entrepreneurial?</a> by Saras D. Sarasvathy
<b>APR. 12</b>	<b>UC Berkeley Food Systems Changemakers</b>	Read <a href="#">At the DealBook Summit, Untangling the Now — and the Future</a> , by Andrew Ross Sorkin  Additional readings to be added shortly.
<b>APR. 19</b>	<b>Alison Lingane and guests</b> Creating and Sharing Value in the Food System	Review <a href="#">Project Equity website</a> and <a href="#">Mandela Grocery Case Study/Interview</a>
<b>APR. 26</b>	<b>Guests TBA</b> The Future of Food	Additional readings to be added as guests are confirmed.

# SPEAKER BIOS

**Will Rosenzweig** is a UC Berkeley Haas School of Business professor and Social Impact Fellow, whose successful collaboration with over 50 entrepreneurial organizations and time as a founder of the Republic of Tea has informed his mission to support purpose-driven people and their enterprises. Rosenzweig is a steward of both a sprawling physical garden and a venture studio greenhouse, the Ideagarden Institute.

**Alice Waters** is a chef, author, and educator who founded the award-winning Chez Panisse restaurant in 1971. Waters helped lay the foundation for the farm-to-table movement and expanded California cuisine. Her philanthropy includes the Chez Panisse Foundation and the Edible Schoolyard program to increase educational opportunities for young communities. Waters created Edible Education 101 and other courses at UC Berkeley and remains deeply connected to the university and campus community.

**Marion Nestle** is a public health advocate whose politics are informed by her PhD in molecular biology and MPH in public health nutrition, both earned at UC Berkeley. From her research, her renowned book “Food Politics” and recent memoir “Slow Cooked” reflect on the entanglement between marketing, obesity, food safety, and food choice in America. Along with her published work, Nestle lectures as the Paulette Goddard Professor of Nutrition, Food Studies, and Public Health Emerita at New York University.

**Michael Pollan** is a journalist who has authored over ten books concerning the sociocultural impact of food. Pollan’s investigation and explanation of what, why, and how we eat have placed his titles on the New York Times bestseller list, and earned multiple awards from the James Beard Foundation. Along with being a lecturer at Harvard University, Pollan is the Knight Professor and Director of Science and Environmental Journalism at the UC Berkeley Graduate School in Journalism. He also co-founded the popular UC Berkeley Center for the Science of psychedelic program in 2020.

**Christopher Gardner** is a Stanford University professor and researcher who investigates the different health benefits and outcomes of dietary choices and patterns. His work extends to supporting a Food and Farm Camp for children to become exposed to growing, cooking, and eating home-grown produce and making vegetable-centered meals. Gardner received a PhD in Nutrition Science from UC Berkeley and has served on many medical boards such as various American Heart Association Councils.

**Elizabeth Hoover** is an author and Associate Professor in the Society and Environment Division of the Environmental Science, Policy, and Management Department at UC Berkeley. Her research focuses on indigenous environmental health and food sovereignty efforts. Hoover’s published books and articles are informed by her collaboration with various American indigenous tribes and communities, and have focused on seed rematriation, the negative impacts of fish advisories, and environmental reproductive justice

**Saru Jayaraman** is the President of One Fair Wage, a national organization that advocates for just service sector working conditions and for ending subminimum wages in the US. Additionally, Jayaraman serves as the Director of the Food Labor Research Center at UC Berkeley and co-founded the Restaurant Opportunities Center. Her awarded work as an attorney, lecturer, and activist may be found in her four published books and countless articles. .

# SPEAKER BIOS

**Dr. Kristine Madsen** is a Professor at UC Berkeley's School of Public Health and the Faculty Director of the Berkeley Food Institute. Her recent research regards the long-term impacts of Berkeley's soda tax in low-income communities. Madsen works closely with educational, social, and governmental organizations to increase outreach of community and school health programs.

**Elaine Hsu** is the Head of Operations at Planet FWD, where she helps consumer brands access and improve their climate impact. She launched Moonshot Snacks, the first climate-focused snack brand, with a focus on regenerative agriculture. Her work with other companies like California Environmental Associates, Numi Organic Tea, and the Stone Barn Center for Food & Agriculture is informed by her time at UC Berkeley's MBA program where she studied sustainable food systems.

**Alana Siegner** is the Director of Terra.do's Climate Farm School located in Sebastopol. Siegner's PhD in the Energy and Resources Group at UC Berkeley illuminated her research in sustainable urban and rural food systems, climate change education, and farm to school programs. Her current work at Climate Farm School works towards educating people of all ages in the intersections of agroecology, climate action, and social justice.

**Ryan Peterson** is the current Instructor and Strategic Advisor at Terra.do's Climate Farm School, where he applies his insight from his time at UC Berkeley completing a Master in Development Practice and working in the Haas School of Business as a GSI in Edible Education and as Project Manager in the Chou Hall Zero-Waste Certification team.

**Mas Masumoto** is a peach and grape farmer in Central California, where he collaborates with his family members to supply and serve local communities with organic produce. His perspective of his decades as a farmer, during which his techniques were adopted by growers across the US, is detailed in his books, such as *Epitaph for a Peach*. Receiving a B.A. in Sociology from UC Berkeley and a M.S. in Community Development from UC Davis, Masumoto is a pillar in UC agricultural spaces.

**Paul Rice** is the Founder and CEO of Fair Trade USA, which serves as the leading third-party certifier of Fair Trade products in the US. Rice is responsible for bringing attention to the sustainability and equity of Fair Trade products, and their importance in food systems and global impact. As a social entrepreneur, Rice has assisted over 1 million family farms to receive fair compensation for their products and compete globally. Rice received his MBA from UC Berkeley's Haas School of Business, during which he envisioned the infrastructure and plans for Fair Trade USA.

**Louis Trevino** is a member of the Rumsen Ohlone people and the co-founder of mak-' amham/Cafe Ohlone, an eatery featuring Ohlone cuisine and working to support the preservation of indigenous culture, language, and community care. He is a teacher of the Rumsen language.

**Vincent Medina** is a member of the Chochenyo Ohlone people and the co-founder of mak-' amham/Cafe Ohlone. Medina is the cultural leader of the 'Itmay Cultural Association, a group of Verona Band culture bearers striving towards sustaining Ohlone identity and traditions in the East Bay.

**Alison Lingane** is the co-founder of Project Equity, an organization which aids the transition of businesses towards employee-ownership. Lingane's work attempts to close the nation's strident racial income and wealth disparities, through increasing community involvement and dismantling organizational hierarchies. Lingane remains connected to UC Berkeley through incorporating her experience pursuing an MBA at the Haas School of Business to Project Equity's infrastructure.