



*Course Syllabus as of January 16, 2019 Subject to Change
Final readings and assignments updated weekly on bCourses*

EDIBLE EDUCATION 101: Take Action

University of California, Berkeley

Haas School of Business

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

UGBA 192T Lecture 2 Spring 2019

Wednesday evenings, beginning January 23, 2019 6:10-8:00 pm

Andersen Auditorium, Haas School of Business

University of California, Berkeley

Units: 2

Grading: All Haas students must take this course for a letter grade. Students enrolled in other programs can elect to take the class for a letter grade or P/NP.

COURSE CURATOR and LEADER

William Rosenzweig | wbrose@berkeley.edu

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

Or by appointment in person or by phone or zoom.

Will's assistant is Ozlem Ozdener | Ozlem@ideagarden.com

(Please make a calendar appointment for all meetings.)

GRADUATE STUDENT INSTRUCTOR

Victoria Williams-Ononye | victoria_wo@berkeley.edu

Office Hour: Please email Victoria at victoria_wo@berkeley.edu to schedule an appointment.

GRADUATE STUDENT TEACHING TEAM

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EDIBLE EDUCATION 101: COURSE OVERVIEW

This uniquely UC Berkeley course, now in its eighth year, explores the future of food, its diverse systems and movements. Edible Education 101 is a two-credit weekly lecture series that brings renowned 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. It is also estimated to be at least a \$12 trillion dollar business globally. The way food tastes, is produced, distributed and eaten has everything to do with our personal, public and planetary health and sustainability. Edible Education 101 reveals the systematic links between agroecology, agronomy, anthropology, biology, business, cooking, 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, global inequities in food, chef-seed breeder collaborations, urban agriculture, food sovereignty, and local food economies.

This course is different each year it is offered, keeping the content fresh and unique. It is a special co-creation of the faculty, student learners, and distinguished guests who bring their perspectives 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 individual and collective 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 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.

With the recent reports published in Fall 2018 by the IPCC (Intergovernmental Panel on Climate Change) and the US Government's Fourth National Climate Assessment, there is heightened urgency about the devastating impacts of a warming planet. The way food is currently produced and consumed creates significant climate impacts. According to [Project Drawdown](#), of the top 20 solutions identified as most effective to addressing climate change (out of the 80 compiled) eight relate directly to the food system. “While we need all 80 solutions to be implemented in parallel, **the decisions we all make every day on the food we produce, purchase and consume is perhaps the single most important contribution an individual can make.**”

The 2019 offering of Edible Education 101 will focus on how we can each become knowledgeable and empowered to **Take Action** in transforming the food system to become healthy, sustainable and just. We will highlight evidence-based innovations and entrepreneurial tools and solutions throughout the semester and invite students to develop creative and effective plans at an individual, local, regional, national and global scale.

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 2010 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 Obama.

EDIBLE EDUCATION 101: Take Action!

COURSE DATES and TOPICS AT A GLANCE

DATE	CLASS NUMBER	TOPIC	SPEAKERS
1/23/19	Class One	Inspire: The Call for Food Systems Transformation	Will Rosenzweig with guest Jack Algieri
1/30/19	Class Two	Illuminate: The Power of Transparency	Urvashi Rangan, PhD
2/6/19	Class Three	Regenerate: Health from the Soil Up	Daphne Miller, MD
2/13/19	Class Four	Advocate: What the Farm Bill Means and Why it Matters	Nina Ichikawa with Christina Badaracco and Shanti Prasad
2/20/19	Class Five	Organize: Are Restaurant Careers Sustainable?	Danny Meyer
2/27/19	Class Six	Sow: Seeds of Resistance and Deliciousness	Mark Schapiro and Charlotte Douglas
3/6/19	Class Seven	Grow: Pathogens, Chemicals, and the Fragile Future of the Strawberry Industry	Julie Guthman, PhD
3/13/19	Class Eight	Reimagine: Taking Action on Diversity and Inclusion in the Food Industry	Samin Nosrat and Shakirah Simley
3/20/19	Class Nine	Cultivate: The Chef-Farmer Partnership	Alice Waters and Bob Cannard
3/27/19	<i>Spring Break</i>	<i>NO CLASS MEETING</i>	
4/3/19	Class Ten	Discern: Representation Matters in Food Media	Naomi Starkman with Soleil Ho, Luz Calvo, and Stephen Satterfield
4/10/19	Class Eleven	Experience: Learning and Knowing Food Systems	Fabrizia Lanza and Carolyn Federman
4/17/2019	Class Twelve	Innovate: Food Systems Entrepreneurship	Will Rosenzweig and guests
4/24/2019	Class Thirteen	Harvest & Reflect: Course Summary and the Future	Michael Pollan (invited)

TECHNOLOGY

This course will use bCourses for all assignments and course communications. All students will be required to use Kahoot for weekly attendance and participation in lectures. Kahoot requires internet access through a laptop or mobile device. **With the exception of laptop/phone usage during Kahoot usage, use of all electronic devices is not permitted during class. Note taking or usage of laptops outside of designed Kahoot sessions is not allowed. 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 23rd lecture need to be submitted on bCourses by 11:59 pm on Sunday, January 20th. Students are allowed to miss no more than 2 reading questions during the semester. Students who miss more than two assignments will have their grade reduced proportionately. 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 6th** and **May 15th**. Papers must be turned in by 11:59 on these dates or they will be marked late, which will result in a penalty of one letter grade for each day it is late. Essay prompts will be provided at least two weeks in advance of due dates.

There is no final exam for this course. The second essay serves as the final exam.

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. **You will need to use your laptop or mobile device when we take attendance. Please be sure to have it with you. Assisting 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. For non registered university or community member to get tickets or view lectures online, 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 weekly questions during lectures = 25% of grade
- 2.) Submitting a weekly question pertaining to the assigned reading via bCourses prior to the lecture = 25% of grade
- 3.) Two 4-5 page papers, constitute 25% each = 50% of your grade

The essays 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, as well as make specific references to facts and perspectives provided in the classroom and readings.

CAMPUS RESOURCES

If you are in need of economic, food or housing support, you can find help at 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/.

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 required readings for the course.**)

Class One: 1/23/19

Inspire: The Call for Food Systems Transformation

Speakers: **Will Rosenzweig** with special guest **Jack Algieri**

Few things could be considered more essential to our lives than the food 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 planetary health. This class will introduce the discipline of systems-thinking by exploring the interdependencies between food, agriculture, health, behavior, culture, policy, science, economics and climate. 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. We will begin to think about creative and innovative ways we can make change in our own lives and in the systems in which we interact everyday.

Jack Algieri, the farm director at Stone Barns Center, pays us a special visit from the Hudson Valley in New York, to illustrate how the farm itself functions as a whole living system.

Required Readings:

[Dancing with Systems](#)

People who are raised in the industrial world and who get enthused about systems thinking are likely to make a terrible mistake.

[Food Source Chapter One](#)

What is meant by a food system? Please review these trends and interconnections.

[Climate Change and Food Systems Final Report](#). Pages 35-39

Applying a Food Systems Perspective to Climate Change, Climate Change Food Systems

Class Two: 1/30/18

Illuminate: The Power of Transparency

Speaker: **Urvashi Rangan, PhD**

The Food Industry is a twelve trillion dollar annual business—something we actively participate in several times a day, consciously and unconsciously. Its rules and regulations are confusing and often opaque. Yet how our food is produced and what foods we choose to eat matter in very significant and urgent ways.

Our understanding of the myriad connections and relationships within the food web is rapidly expanding. Cross-disciplinary collaborations are stimulating new models and innovative solutions to solve some of the world's' most pressing food-related challenges. One starting point is to better understand the systematic impacts of our personal food habits and choices—our personal and collective FoodPrint.

To complicate matters further, our marketplace allows for many facets of our food system to be kept from public disclosure—food processing aids, drugs used in animal production, pesticides used on crops, genetic modification, ingredients in animal feed, origin of processed foods—to name a few. Claims like “natural” can be made without any true meaning or verification while other claims require on farm inspections and must meet a set of standards like “Animal Welfare Approved,” “Biodynamic” and “Organic.”

In the current political climate, eaters carry significant sway in changing market production and practices by demanding meaningful products. We'll explore effective change strategies that put citizens' needs and interests first.

Urvashi Rangan, PhD is an environmental health scientist and toxicologist with more than 25 years of experience in hazard analysis and risk communication. She has led several investigations of food and consumer products, assessing safety risks and oversight gaps, while also identifying better market choices. Urvashi is particularly interested in evidence-based narratives that can influence marketplace and policy change. Urvashi is a national spokesperson and advocate on a wide range of food safety risks—pathogens, pesticides, antibiotic resistance, arsenic and other carcinogens—as well as sustainable solutions, product choices and meaningful labels.

Urvashi serves as Chief Science Advisor to the Grace Communications Foundation where she works on a wide range of communication and messaging initiatives on sustainable food issues. She is curating strategic messaging conversations among diverse stakeholders on topics like climate and pasture-based livestock systems; regenerative agriculture, labels and the role of organic principles; supporting adversely impacted communities from industrial/toxic exposures; and considerations regarding new meat and dairy replacements made from engineered yeast, bacteria and algae.

She has won several awards in investigative journalism and communications, participated in a number of public debates on food systems, testified to Congress and other agencies, as well as served as a member of the FDA Food Advisory Committee. She received her PhD in Environmental Health Sciences in from Johns Hopkins University, School of Public Health.

Required Readings:

[I Trust Cows More Than I Trust Chemists](#)

An interview with Joan Gussow

[Review the website: Foodprint.org](#)

Class Three: 2/6/19

Cultivate: Health from the Soil Up

Speaker: **Daphne Miller, MD**

The carbon, nitrogen, and every mineral and vitamin that is a building block in our own bodies is derived from soil. The nutrient exchange between soil, microbe and plant is similar to what takes place in our own intestines. Diversity of microbiota is key to health.

The soil is where everything begins. The importance of soil microbiota in maintaining healthy agricultural ecosystems is well established, but how do these same bacteria influence human health? Emerging research suggests that diverse soil ecosystems can reduce non-communicable diseases, prevent development of allergies, and improve mental health. In this class, we'll seek to understand the importance of soil health both on and off the farm, and how increasing our understanding (and respect) of soil can shape the way we build a more sustainable food system.

Dr. Daphne Miller Ever since a high school biology teacher informed Daphne that clover produces a hormone similar to human estrogen, she has been fascinated by how our external ecosystem is linked to our internal one. Miller is a practicing family physician, author and Associate Clinical Professor at the University of California San Francisco. For the past fifteen years, her leadership, advocacy, research

and writing have focused on the connections between food production, ecology and health. Her writings and profiles can be found in many publications including the Washington Post, the New York Times, Vogue, Orion Magazine, Yes! Magazine, Food and Wine, The Guardian UK and Harvard Medical Magazine and JAMA. She is author of The Jungle Effect: The Healthiest Diets from Around the World, Why They Work and How to Make Them Work for You (HarperCollins 2008) and Farmacology: Total Health from the Ground Up (HarperCollins 2013). Farmacology appears in four languages and was the basis for the award-winning documentary In Search of Balance. She is a graduate of Brown University where she majored in medical anthropology. She received her medical degree from Harvard Medical School and completed a residency and NIH-funded research fellowship at the University of California, San Francisco.

Required Readings:

[**The Surprising Healing Qualities ... of Dirt**](#)

A doctor discovers exposure to healthy farm soil holds keys to healthy bodies.

[**The Curious Case of the Antidepressant, Anti-Anxiety Backyard Garden**](#)

Whether it's microbes in the dirt or fresh air—or both—researchers do know this: Gardening is strong medicine.

[**Reshaping agriculture for nutrition and health \(Chapters 1 and 2\)**](#)

The fundamental purpose of agriculture is not just to produce food and raw materials, but also to grow healthy, well-nourished people. One of the sector's most important tasks then is to provide food of sufficient quantity and quality to feed and nourish the world's population sustainably so that all people can lead healthy, productive lives.

Class Four: 2/13/19

Advocate: What the New Farm Bill Means and Why it Matters

Speakers: **Nina Ichikawa in conversation with Christina Badaracco and Shanti Prasad**

The Farm Bill is one of the most important pieces of legislation in American culture. Negotiated every five to seven years, and recently signed at the end of 2018, it has tremendous implications for food production, nutrition assistance, habitat conservation, international trade, and much more. Yet at nearly 1,000 pages, it is difficult to understand for policymakers, let alone citizens.

Our guests will briefly explain the three main components of the bill—farm subsidies, food stamps or SNAP, and conservation programs—as well as how crucial public policies are changing.

Given the magnitude of its reach, we need to understand the implications of choices set forth in the Farm Bill and come to better understand how it affects the daily lives of diverse groups of Americans.

Nina F. Ichikawa, Acting Director, Berkeley Food Institute *Nina is a fourth-generation Californian and policy professional dedicated to making good food accessible, sustainable, and culturally appropriate. Prior to joining BFI, she served in the office of Senator Daniel K. Inouye and with the US Department of Agriculture's "Know Your Farmer, Know Your Food" Initiative. In 2011, she was named a Food and Community Fellow by the Institute for Agriculture and Trade Policy. In 2009 she launched the*

Food and Agriculture section for Hyphen magazine, and she has also written for Civil Eats, Grist, Al-Jazeera America, NBCNews.com, and Rafu Shimpo. Her writings on Asian American food and farming have been published in Amerasia Journal and Eating Asian America: A Food Studies Reader. Following research on sustainable food systems in rural Japan and Mexico, Nina received an MA in International Relations/Food Policy from Meiji Gakuin University and a BA in Interdisciplinary Studies/Food Policy from UC Berkeley.

Christina Badaracco is a registered dietitian pursuing a career in nutrition to improve access to healthy and sustainable food and educate Americans about the connections between food and health. She is also particularly interested in researching the connections between diet, genetics, and health. Christina has done clinical nutrition research at the National Institutes of Health, menu planning and nutrition education at the Oakland Unified School District, and communications at the Environmental Protection Agency's Office of Water. She has also enjoyed contributing to children's gardens, farmers' markets, and a number of organic farms. She contributes monthly articles about nutrition to Soulful Insights and has consulted on two cookbooks for the TransAmerica Center for Health Studies. She also has experience testing and evaluating recipes and nutritional analyses for food delivery and meal kit companies. She loves to experiment with healthy recipes in the kitchen and share her creations to inspire others to cook. Christina completed her dietetic internship at Massachusetts General Hospital. She earned her Master of Public Health degree from the University of California, Berkeley. She graduated with a bachelor's degree in Ecology and Evolutionary Biology from Princeton University, after conducting her thesis on sustainable agriculture and energy in Kenya. She also received a certificate in Italian Language and Culture.

Shanti Prasad is Senior Policy Advocate at Alameda County Community Food Bank. She works in partnership with state and national coalitions to strengthen and protect policies that aim to end hunger, poverty, and inequity. She holds a B.A. from UC Berkeley and an M.A. in Food Systems from New York University and has worked in food policy advocacy and community organizing in the San Francisco Bay Area and New York City for the last ten years.

Required Readings:

[The farm bill drove me insane by Marion Nestle](#)

America's top nutrition thinker tried to unpack the most important food law. It was a mistake.

[What is the Farm Bill](#)

The farm bill is an omnibus, multi-year law that governs an array of agricultural and food programs. Titles in the most recent farm bill encompassed farm commodity price and income supports, agricultural conservation, farm credit, trade, research, rural development, bioenergy, foreign food aid, and domestic nutrition assistance.

[Despite Small Wins, the New Farm Bill is a Failure of Imagination](#)

Maintaining the status quo in the farm bill might feel like a victory to some, but long-time farm bill expert Dan Imhoff says it still won't support the kinds of agriculture we need most as the climate warms.

Class Five: 2/20/19

Organize: Are Food Service Industry Careers Sustainable?

Speaker: **Danny Meyer, Founder and CEO, Union Hospitality Group**

We're used to hearing about sustainability as it relates to supply chains and food sources, humane farming, environmental impact, and packaging/plastics. But what about the sustainability of our industry's workforce? The restaurant industry employs about 14 million Americans—that's 10% of the nation's workforce. Restaurant careers provide opportunities for people of all backgrounds, education levels, and abilities—these jobs are a critical source of employment and mobility for so many. But is the work itself sustainable? How can we make it more so?

In his talk, Mr. Meyer will address current issues of wages and tipping, work/life balance issues in the industry; Discrimination and sexual harassment; USHG's 'Hospitality Included' initiative and consumer education and activism.

*Danny Meyer is the CEO of Union Square Hospitality Group and the founder of Shake Shack. Union Square Hospitality Group comprises some of New York's most beloved restaurants, including Union Square Cafe, Gramercy Tavern, The Modern, and more. Danny, his restaurants and chefs have earned an unprecedented 28 James Beard Awards, and Danny's recent personal achievements include the Julia Child Award (2017) and his inclusion on the TIME 100 list of the Most Influential People in the World (2015). Danny's first business book, *Setting the Table* (HarperCollins, 2006), a New York Times bestseller, examines the power of hospitality in restaurants, business and life. An active national leader in the fight against hunger, Danny serves on the board of Share Our Strength and has long supported hunger relief initiatives including City Harvest and God's Love We Deliver.*

Required Readings:

[The Tipping Equation](#)

At restaurants across America, servers calculate how far is too far, weighing harassing behavior against the tips they need to make a living wage.

Introduction to [Forked](#), by Saru Jayaraman (pdf) available on bcourses

Class Six: 2/27/19

Sow: Seeds of Resistance and Deliciousness

Speakers: Mark Schapiro and Charlotte Douglas

Sun. Soil. Water. Seed. These are the primordial ingredients for the most essential activity of all on earth: growing food. All of these elements are being changed dramatically under the pressures of corporate consolidation of the food chain, which has been accelerating just as climate change is profoundly altering the conditions for growing food. Mark Schapiro has researched and written a new book, *Seeds of Resistance*, that brings home what this corporate stronghold is doing to our daily diet, from the explosion of genetically modified foods to the rapid disappearance of plant varieties to the elimination of independent farmers who have long been the bedrock of our food supply. Charlotte Douglas, of the new seed company, Row 7, co-founded by Chef Dan Barber, has created an innovative approach to breeding seeds for deliciousness. These two perspectives illuminate the corporate

consolidation of power in the food industry as well as entrepreneurial approaches to shifting that dynamic.

Mark Schapiro has won numerous journalism prizes for his investigative work, including the duPont-Columbia University Award. He is the author of two widely praised books on urgent environmental issues, *Carbon Shock* and *Exposed*. His articles have been published in *The Atlantic*, *Harpers*, *Mother Jones* and *The Guardian*, and his documentary work has been featured on PBS's *Frontline*.

Charlotte Douglas is the Chief Operating Officer of Row 7 Seeds, founded in 2018. Row 7 is seed company built by chefs and breeders striving to make ingredients taste better before they ever hit a plate.

Required Readings:

[SEEDS OF RESISTANCE: The Fight to Save Our Food Supply](#), by Mark Schapiro (pub: Skyhorse/Hotbooks, 2018). Chapter One (pdf) available on bcourses

Seed Librarians by Mark Shapiro (pdf) available on bcourses

Excerpt from the Third Plate by Dan Barber (pdf) available on bcourses

[Is Seed to Table the Next Big Trend?](#)

Starting in the late fall and continuing through the winter, when gardens are dormant, the seed industry blossoms. So when I heard about another seed company — launched by no less than star chef Dan Barber of New York's celebrated Blue Hill at Stone Barns — my first thought was: Do we need another one?

Class Seven: 3/06/19

Grow: Pathogens, Chemicals, and the Fragile Future of the Strawberry Industry

Speaker: **Julie Guthman, PhD**

The early twentieth century appearance of the soil pathogen *Verticillium dahliae* in California strawberry production brought an entire assemblage of institutions, innovations, and practices into being. Together, these made for a highly profitable strawberry industry and near year-round consumption of affordable berries. But several of the key ingredients of the industry's success – plant breeding, soil fumigation, coastal land, and abundant, cheap labor have morphed into a set of interlocking threats, particularly with tighter regulatory restrictions on soil fumigants and the appearance of more virulent pathogens. These threats portend major changes in strawberry production, especially because they are so entangled. Professor Guthman's talk will describe this co-evolution and discuss why ecologically sustainable strawberry production remains elusive.

Julie Guthman received her PhD in geography at the University of California at Berkeley. (A little known fact is that she also received an MBA from Berkeley). She is currently a professor of social sciences at the University of California at Santa Cruz where she teaches courses primarily in global political economy and the politics of food and agriculture. Professor Guthman has published extensively on contemporary efforts to transform how food is produced, distributed, and consumed, with a particular focus on voluntary food labels, community food security, farm-to-school programs, and the race, class

and body politics of “alternative food.” She is best known for challenging the taken-for-granted approaches of the food movements, with such provocative titles as “How Michael Pollan made me want to eat Cheetos”, first published in the journal *Gastronomica* and then re-published in the *Utne Reader*. Her publications also include two multi-award winning books: *Agrarian Dreams: the Paradox of Organic Farming in California*, now out in its second edition, and *Weighing In: Obesity, Food Justice, and the Limits of Capitalism*, as well as an edited volume with Alison Alkon, *The New Food Activism: Opposition, Cooperation, and Collective Action*. Her new book on which she will be speaking, *Wilted: Pathogens, Chemicals, and the Fragile Future of the Strawberry Industry* will be out in summer 2019. She is the recipient of the 2015 Excellence in Research Award from the Agriculture, Food and Human Values Society and fellowships from the John R. Simon Guggenheim Foundation and the Radcliffe Institute for Advanced Study at Harvard. Her current research is examining how the Silicon Valley tech sector is aiming to address the food system’s grand challenges.

Required Readings:

[Healthy to eat, unhealthy to grow: Strawberries embody the contradictions of California agriculture](#)

Agricultural abundance is a pillar of the California dream. In 2016 the state turned out more than US\$45 billion worth of meat, milk and crops.

[Strawberry Fields Forever?](#)

When Soil Muddies Sustainability

Class Eight: 3/13/19

Reimagine: Taking Action on Diversity and Inclusion in the Food Industry

Speakers: Samin Nosrat and Shakirah Simley

People of color and women are the foundation behind food production, harvesting, and preparation. However, from farmers to top chefs the face of food and agriculture is seldomly represented by them. Samin Nosrat and Shakirah Simley bring their experiences navigating this issue and share their passion and strategies for manifesting a food and agricultural space that is more inclusive and just. Nosrat's Netflix adaptation of her James Beard-award-winning cookbook titled **Salt Fat Acid Heat** is a vivid and beautiful representation of the diversity of individuals that are behind both home cooking and high-quality market products. Simley’s broad range of experiences across the food sector as a business owner, advocate, leader, and community organizer was recognized by Zagat's 30 under 30 in 30 in 2013. Together, they will share their insights and journeys, and will help us frame actions we can take towards developing a more just, inclusive, and equitable food system.

Samina Nosrat As an undergraduate studying English at UC Berkeley, Samin took a detour into the kitchen at *Chez Panisse* restaurant that's happily determined the course of her life and career. Since 2000, she's pursued her twin passions of food and words with equal vigor, aiming to create work that inspires, creates community, and raises cultural, social and environmental awareness. Samin learned to cook at *Chez Panisse*, in Italy alongside Benedetta Vitali and Dario Cecchini, and at (the no longer existing) *Eccolo* in Berkeley. She studied poetry with Bob Hass, Shakespeare with Stephen Booth, and journalism with Michael Pollan. Alice Waters and farmer Bob Cannard taught her more about land stewardship than anyone else. Her first book is the New York Times Bestselling, James Beard Award-winning *Salt, Fat, Acid, Heat: Mastering the Elements of Good Cooking*, which is illustrated by

the inimitable Wendy MacNaughton. A documentary series based on the book is now streaming on Netflix. She is also one of five food columnists for the New York Times Magazine.

Shakirah Simley is a writer, community organizer, and recovering New Yorker living in SF. She is a 2017 Fellow for the Stone Barns Center for Food and Agriculture, former Community Director for Bi-Rite and its Family of Businesses, and is the co-founder of Nourish|Resist, a multiracial organizing collaborative dedicated to using food spaces and people as tools for collective resistance. She currently works for the City and County of San Francisco, leading community and economic development in the city's Bayview-Hunters Point neighborhood.

Required Readings

Salt Fat Acid Heat [Netflix trailer](#)

Class Nine: 3/20/19

Connect: The Chef-Farmer Partnership

Speakers: **Alice Waters** and **Bob Cannard**

Thirty years ago Alice Waters and Bob Cannard formed a collaboration that has influenced and inspired several generations of chef and farmers and has served as a conduit for learning and understanding about the meaning of “local food” and “farm-to-table” for millions of eaters. The vitality of this direct connection has shaped a style of cuisine that continues to inspire the organic food movement and the values of honesty, simplicity, reciprocity and transparency. Bob and Alice will share how their philosophies take form in the practice of their businesses and livelihoods and how they envision the transformation of the food system.

Alice Waters has been the standard-bearer of a global food-movement that has brought organic, 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. In this conversation with her long-time farming collaborator, she shares her thoughts and visions for the future of food.

Bob Cannard has been farming sustainably for 30 years, providing produce to Alice Waters' Chez Panisse restaurant in Berkeley. Growing up in the commercial nursery business, he has since developed the natural process approach to agriculture that's used at Green String Farm in Petaluma. He has long been an important member and teacher of the sustainable food and beyond organic movement in Northern California.

Required Readings:

[Wendell Berry's The Unsettling of America:](#)

From: Berry, Wendell. *The Unsettling of America; Culture & Agriculture*. San Francisco: Sierra Club Books: 1977.

[The Soil Story:](#) Please watch a short educational video

[Ten Things to Know about California's Iconic Chez Panisse](#)

Amanda Marsalis, photographer/director, explores the world of Chez Panisse during a photo shoot for Edible Schoolyard Project, the chef and activist Alice Waters's one-acre garden at Martin Luther King Jr. Middle School in Berkeley.

[Epitaph to a Peach, LA Times, Mas Masumoto](#)

This season we are seeing not only the death of a peach variety but also the continuing death of the family farmer; the gradual extinction of a breed and a livelihood, a fruit no longer valued and a way of life no longer valid. Along with these perished our window into a world where hard work was honestly rewarding, a labor that truly produced life and gave it a flavor.

3/27/19

Spring Break: No Class Meeting

Class Ten: 4/3/19

Discern: Representation Matters in Food Media

Speakers: **Naomi Starkman in conversation with Soleil Ho and Stephen Satterfield**

How does one become an informed and enlightened eater? With competing values and commercial and political interests influencing the news we read, how do we sort through and choose trustworthy sources of information in the media? Who owns the media space and what stories are being told about food, and by whom? And what stories are not being told? Whose voices are being heard and whose are not? This group of food editors, writers and thinkers will share with you their sources, storytelling, and survival techniques for navigating an increasingly complex media environment.

Soleil Ho is a graduate from Grinnell College and has been writing about food and culture since 2010. Before coming to the San Francisco Chronicle, she was a freelance writer, chef, and the host of the Racist Sandwich podcast, which tackled the myriad ways food could intersect with race, class, and gender. She is also co-writer on a graphic novel on entomophagy, culinary mentorship, and queer romance called MEAL.

Stephen Satterfield is a food writer, publisher, entrepreneur, public speaker, event and multimedia producer. He is the founder of Whetstone Magazine, a seasonal publication on food origins, culture and culinary anthropology, and also the founder of Whetstone Media, a multi-platform, multimedia company producing both original and commissioned content dedicated to telling the story of food. Prior to his career in media, he worked for more than a decade as a manager and sommelier at fine restaurants nationwide.

Naomi Starkman is the founder and the editor-in-chief of Civil Eats. She was a 2015-16 John S. Knight Journalism Fellow at Stanford. Naomi co-founded the Food & Environment Reporting Network (FERN) and has worked as a media consultant to Consumer Reports, Newsweek, The New Yorker, Vanity Fair, GQ, and WIRED magazines. After graduating from law school, she served as the Deputy Executive Director of the City of San Francisco's Ethics Commission. Naomi is an avid organic gardener, having worked on several farms.

Luz Calvo received their PhD in the History of Consciousness at UC Santa Cruz also holds an MA in Political Science (UCLA) and AB in Politics (Princeton University). Dr. Calvo teaches courses in Latino/a Studies, Gender and Sexuality Studies, Food Justice, and Ethnic Studies. Their current research focuses on decolonization. Dr. Calvo, along with their partner, Dr. Catriona R. Esquibel (SFSU), is the author of Decolonize Your Diet: Plant Based Recipes for Health and Healing (Arsenal Pulp Press, 2015).

Required Readings:

[Our Best Food Justice Stories of 2018](#)

From Black churches working with farmers to #Metoo change agents and fast food worker organizers, here are the stories that brought justice to the forefront of our reporting this year.

[Why We Can't Talk About Race in Food](#)

Writers shine a light on relentless, coordinated efforts by internet trolls to silence race analysis in food writing.

[E58: ERASING BLACK BARBECUE \(W/ JOHNNY WALKER, ADRIAN MILLER, DANIEL VAUGHN AND BRENT & JUAN REAVES\)](#)

Over the past several years, joints like Franklin Barbecue in Austin have commandeered the barbecue narrative, and mainstream food media have fallen over themselves to give Aaron Franklin and Central Texas pitmasters like him their spotlight — largely ignoring the regional diversity of barbecue in Texas (and across the South) and ultimately erasing the Black and Brown folks who created it and built its legacy.

Optional Reading

[E59: TIKKA MASALA IS A SCAM \(W/ AHMED ALI AKBAR\)](#)

Soleil sits down with podcast producer Ahmed Ali Akbar (of See Something, Say Something fame) to talk all about Pakistani food: what makes it unique, why it often shares menu space with popular Indian-ish dishes like chicken tikka masala, and where to find it.

[Michael Twitty's Jacque Pepin Lecture](#)

The Cooking Gene is about my search for Michael Twitty's food roots and family routes during the first 250 odd years of American history.

[E64: TORONTO TRUTHS \(W/ FOODIES OF COLOUR\)](#)

Producer TK Matunda sits down with four Foodies of Colour to unpack what's going on in Toronto's food scene.

[Dining in the Era of Kaepernick](#)

Is dining the final frontier of American racism? This chef says yes.

[I'm a Black Food Writer. Here's Why We Need More Like Me](#)

On the power of representation, and its ability to illuminate a shared history.

Class Eleven: 4/10/09

Experience: Learning and Knowing Food Systems

Speakers: **Fabrizia Lanza and Carolyn Federman**

Given that we better understand that changes to the food system can be the most significant individual lever we have in addressing rising temperatures on our planet, how can we best educate others about the need and opportunity to transform the food system? This class will showcase three innovators who have developed exciting and effective educational programs aimed at food systems awareness and change.

***Fabrizia Lanza** is Director of the Anna Tasca Lanza School in Sicily, She brings the joys and knowledge of Sicilian food and culture into people's lives around the world. Born in Palermo in 1961, Fabrizia grew up being part of the renowned Tasca family of vignerons which meant immersion into the food and wine world from birth. In addition to wine, the estate produces cheese, fresh pasta, poultry, lamb, extra-virgin olive oil and an enormous variety of fruit and vegetables, naturally instilling Fabrizia with the sensory satisfactions of farm to table.*

From the age of 18, Fabrizia flew north, spending time in France and Italy to experience other worlds and to study. With a degree in Art History, she worked for 25 years in museums and as an art curator, ultimately directing two museums in Feltre. In 2006, at the age of 45, Fabrizia decided to join her mother Anna's venture and return to Sicily. Not only would she be closer to her family and reconnect with Sicilian food and its environment, but her skills and creativity would flourish. In 2010 Fabrizia became director of the School and continues to build on Anna's magnificent legacy. She travels regularly to the United States of America promoting Sicilian food, and has been published two books: Olive, A Global History published in 2011 and Coming Home to Sicily (co-authored with former Gourmet magazine editor Kate Winslow) in 2014. Fabrizia also promotes Sicilian food practices and traditions through video documentation. Amuri: The Sacred Flavors of Sicily is a 37 minute documentary that explores Sicilian food histories in danger of extinction. Under Fabrizia's direction, the School's teaching program has been extended through Cook the Farm where the truly food passionate spend ten-weeks at the School exploring the gaps between eating, cooking and farming and understanding food from the global, Mediterranean and Sicilian perspectives.

***Carolyn Federman** has worked in food education for more than 15 years. Before founding the Charlie Cart Project in 2014, Carolyn led Alice Waters' Edible Schoolyard Project, developed programming with the Jamie Oliver Foundation, co-founded the Berkeley Food Institute, and co-produced UC Berkeley's Edible Education course with Michael Pollan. She is the author of New Favorites for New Cooks, 50 Delicious Recipes for Kids to Make, (TenSpeed Press, 2018), a cookbook for kids 8 and up, based on children's favorites from the Charlie Cart Project curriculum.*

Required Readings

Italian Identity in the Kitchen by Massimo Montanari. Chapters: Preservation and Renewal of Alimentary Identities AND Macaroni-eaters: How a National Stereotype Arose, (pdf) available on bcourses

[Cook the Farm Podcast](#)

Collection of 5 short "episodes" from Anna Tasca Lanza School

Class Twelve 4/17/18

Innovate: Food Systems Entrepreneurship

Speakers: Will Rosenzweig with special guests

Technology and venture capital have flooded into the food and agriculture sectors in the past couple of years, generating a food-tech revolution of sorts. From meal delivery to vertical farming, plant-based analogs to cultured meat created in laboratories, from blockchain to big data, almost every aspect of the food industry is being touched by the hands and wills of silicon valley entrepreneurs and venture capitalists. How are these innovations changing food as we know it? How do the values and actions of these businesses cohere or conflict with the vision of a sustainable, healthy and just food system? Are there unintended consequences for this push for food-tech at scale?

Required Readings (to be determined based on class interests)

Class Thirteen 4/24/18

Harvest & Reflect: Class Summary and the Future of the Food Movement

Speaker: **Michael Pollan** (invited)

In this final class meeting, we retrace our steps, examining connections, patterns, tensions and contradictions that have emerged from the diverse perspectives presented throughout the semester. We frame our outstanding questions and enter into conversation with special guest experts.

Tentative Assignments: Final Essay Prompts to be Provided in Class

Essay One- Values in Action

Format:

Length: 4-5 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

Sample Prompt:

Calculate your current personal FoodPrint. Develop an action plan of changes that would make it more enjoyable, sustainable, healthy and just. Calculate your proposed future FoodPrint. What's the difference? Will your choices make a difference? Explain. Discuss the creative tensions between your options and choices and what implications they hold for your and your communities well-being.

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