The Ethics of What’s Cooking on Campus

Nanna Meyer, Associate Professor, Human Physiology and Nutrition

This material was developed by Nanna Meyer, Ph.D., RD, CSSD, FACSM, and is intended for classroom discussion rather than to illustrate effective or ineffective handling of administrative, ethical, or legal decisions by management. No permission or compensation is needed for classroom use as long as it is acknowledged to be the creative work of the author and the UCCS Daniels Fund Ethics Initiative. For publication or electronic posting, please contact the UCCS Daniels Fund Ethics Initiative at 1-719-255-5168. (2020)
Overview of this session

1. Introductions
2. From Seed to Plate with Ethics: from supply to value chains
3. Ethics and Food: the Role of the Institution
4. UCCS Food Service Transition
5. Ethics of Food in Teaching
Seeds

Patenting of seed
Soil, Biodiversity, Pollinators, Polycultures

Industrial production: yields at the expense of the next generation’s food supply
Animal Agriculture

Doug Wiley, Larga Vista Ranch
Environmental impact of food system

WATER

OCEAN

LAND

14.5%

CO₂, CH₄, N₂O

HUMAN - INDUCED GREENHOUSE GAS EMISSIONS
Farmers, Family Farms, and Minorities in Farm/Food

“the number of U.S. farms fell sharply until the early 1970s after peaking at 6.8 million in 1935...By 2002, about 2.1 million farms remained.”
Local Food Systems for Economic Prosperity

When buying **locally sourced food direct from farmers**, twice as much economic activity is generated for the community.

Recent stories of farm closures
Labor Issues in Food Chains

Workforce development and farm labor is one of the major difficulties.
FOOD ACCESS – FOOD INSECURITY

FOOD WASTE – DISTRIBUTION

Don’t waste me!
INSTITUTIONAL FOOD, PURCHASING POWER

Food is the problem but can also be the solution.

Institutional food service is controlled by handful powerful food service management and distribution companies with almost no competition!

What is the role of the institution in feeding its customers?

Food is the problem but can also be the solution.
DIETS OF THE HEALTHY & WEALTHY
Tara Garnett, Food Climate Research Network
“Food’s Instrumental vs Relational Values”
“Things will get better once Indigenous or non-Western world views are embraced or encouraged,” she says. “I just think our world will get richer; our food will taste better.”

Hare-RedCorn

Yes!

Hare-RedCorn

Magazine, Jan 7, 2020
If we are to sustain the pleasure of good eating, our food systems must consist of a new kind of value chain that connects the farm to the table. Such a value chain would make those connections by:

• fostering a food system that honors the labor of all involved throughout the global village by compensating everyone fairly for their part in putting food on our tables.

• nurturing a land ethic that respects the gift of good land, including soil, water, plants, and animals

• creating opportunities for intimacy, not only among eaters but among all participants in the food chain

• producing, processing, and distributing food with life-giving stories

• providing wonderful, delightful, good-tasting, healthful, nutritious food that is so good the flavors explode in our mouths”
WARM WEATHER CROPS
- Potatoes
- Quinoa
- Wheat
- Cabbage
- Meats
- Carrots
- Beets
- Radish
- Turnips

COLD WEATHER CROPS
- Peppers
- Melons
- Watermelons
- Cucumbers
- Tomatoes
- Root vegetables
- Dry beans
- Corn, flour, sweet

Lived Experiences in Farm & Food At UCCS started in 2011
Changing America’s Health Professionals One Carrot at a Time.

Food, Culture, Community and Health

ACADEMIC INTEGRATION, 2011
Food, Culture, Community and Health
A core course (3c) for UCCS Sport Nutrition Graduate Program

Farm Field Days and Cooking have been the highest rated activities in the course FCQs
The Flying Carrot is an innovative mobile project that fosters food awareness and empowers individuals to improve the well-being of themselves, the community, and the planet by providing creative hands-on experiences, building cooking skills, and improving access to local, seasonal, and sustainable food.

The Flying Carrot Food Literacy Truck

www.uccs.edu/swell/tfc
Why protect nature? Rethinking values and the environment

Kai M. A. Chan1, Patricia Balvanera2, Karina Benessaiah1, Mollie Chapman3, Sandra Diaz4, Erik Gómez-Baggethun5, Rachelle Gould6, Neil Hannah7, Kurt Jaas8, Sarah Klein9, Gary W. L. Luck10, Berta Martín-López11, Barbara Muraca12, Bryan Norton13, Konrad Ott14, Unal Pascual15, Terre Satterfield16, Marc Tedaki17, Jonathan Taggert18, and Nancy Turner19

A cornerstone of environmental policy is the debate over protecting nature for humans’ sake (instrumental values) or for nature’s intrinsic values (1). We propose that focusing only on instrumental or intrinsic values may fail to resonate with views on personal and collective well-being, or “what is right,” with regard to nature and the environment. Without complimentary attention to other ways that value is expressed and realized by people, such a focus may inadvertently promote worldviews at odds with fair and desirable futures. It is time to engage seriously with a third class of values, one with diverse roots and current expressions: relational values. By doing so, we reframe the discussion about environmental protection, and open the door to new, potentially more productive policy approaches.

Defining Relational Values

Few people make personal choices based only on how things possess inherent worth or satisfy their preferences (intrinsic and instrumental values, respectively). People also consider the appropriateness of how they relate with nature and with others, including the actions and habits conducive to a good life, both meaningful and satisfying. In philosophical terms, these are relational values (preferences, principles, and virtues associated with relationships, both interpersonal and as articulated by policies and social norms). They include “eudaimonic” values, or values associated with a good life (Fig. 1); also see dataset for additional references throughout, available at dx.doi.org/10.13140/RG.2.1.5146.0560. Relational values are not present in things but derive of relationships and responsibilities to them (Fig. 2). In this sense, an individual preference or societal choice can be...
Learning about the values of food

Awareness fires up imagination.
Knowledge empowers. Skills build self-efficacy.
Hands-on experiences build relationships and shift values.
Virtue ethics in food & eating are driven by lived experience.
Institutions in America “can” be the best pathways for promoting healthy eating from sustainable and local food systems with access for all. Why would we wait?
UCCS Food Service Transition to Self-Operation 2014

**Visions:** employ students, serve healthier, sustainable, and more local food, provide experiential education, create academic integration, and deepen connection to southern Colorado’s rich agriculture

**Successes** across campus multifold
Sustainability Strategic Plan integrated Food in 2012

Fooducation: UCCS’ Food Revolution

UCCS Food Service Transition to Self-Op occurred in 2014
Sustainability, Wellness & Learning (SWELL)

SWELL is a collaborative living learning laboratory with goal to further wellness and sustainability education through food literacy.

ACADEMIC CONNECTIONS
SWELL PROGRAMS
The Athlete’s Plate Educational Tool

- Farm to Table Bootcamp GPS
- Food, Culture, Community & Health Course
- Farm-Hub-Market Internship
- Farm-to-Institution Research and Outreach
- Heritage Grain Research
- Farmhouse Fridays
  - Farm Stand & Food Literacy Fridays
- Farm Field Days
- Green Action Fund Student Supported Cookbook

External Partners of SWELL
- Live Well Colorado
- Ardent Mills
- Rocky Mountain Farmers Union
- Colorado Grain Chain
- Whole Foods Market
- Slow Food
- US ANTI DOPING AGENCY

www.uccs.edu/swell

WWW.UCCS.EDU/SWELL/TFC
TrueFood for TrueSport

In collaboration with the US Antidoping Agency

**TrueFood** is defined as food for athletes who eat with integrity and respect for the planet, animals, and people.
FOOD NEXT DOOR TEAM
The Impact of Food Next Door (FND) on Customers, Volunteers, and FND Leaders

Methods
- Customers (n=10)
- Volunteers (n=7)
- Leaders (n=3)
- Standardized interviews, voice recorded and transcribed to analyze clusters of meaning
  - Themes and subthemes identified

Food Journeys can be viewed here: www.uccs.edu/swell
FOOD NEXT DOOR

GOAL 2020

Meet 20% local procurement goal

Working with system-wide procurement

Labeling system

Ambitious!

Hitting Procurement Thresholds

Food Value Chain

Community
Supports prosperity, health, and happiness in Southern Colorado

Food Literacy
Promotes experiential learning and academic integration

Equity
Prioritizes small-scale, women, minority and veteran farmers and businesses

Food Security
Facilitates food access for all and minimizes food waste

Ethics & Transparency
Procures food grown with soil, animal, people, and planet-friendly principles

Local
Buys from within the state, starting with UCCS Farm and southern Colorado

Diversity
Encourages biodiversity of crops to protect ecosystems and preserve food culture

Grain Chain
Integrates regional whole, heritage, and artisan grains

Flavor & Nutrition
Serves delicious, whole, fresh, seasonal, and organic food
UCCS Food Service Transition to Self-Operation 2014

Continued problems: procurement from value-based systems

Recommendations
1. Leadership & Stakeholder Acceptance & Aligned Vision
2. Food Cost
3. Procurement Policies
4. Contracts (self-op/corporate) and Ethics
5. Environmental Ethics (true cost of food)
6. Accountability through 3rd Party
7. Value proposition of TRUE food (true health, community, academics, sense of place)
Trailer for the Farm to Institution Documentary