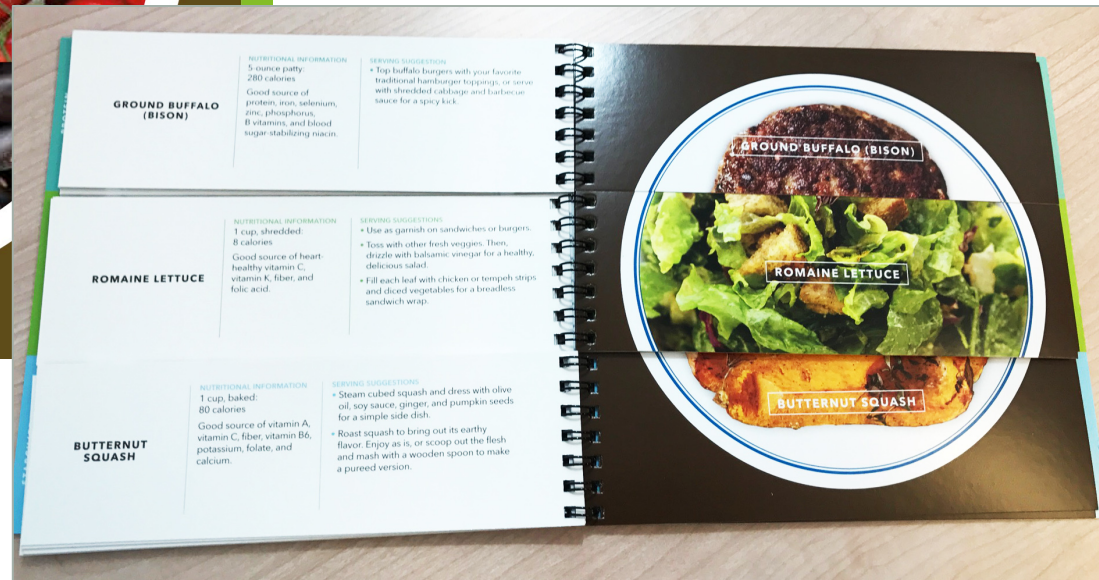


+ 2017 Kaiser Permanente ::: Advise clients on member facing marketing and patient educational materials; focus on local food initiatives and projects



■ Build Local Meals flipbook: project manage

+ 2015 UC Berkeley - Cal Dining ::: Branding, media / PR surrounding Brown's Café – all local food

Food Day star: new 'plant-forward' Brown's cafe

By Gretchen Kell, UC Berkeley
Thursday, October 22, 2015



Credit: Kristen Rasmussen/UC Berkeley

A vegan kale, pomegranate and roasted butternut squash salad is among the offerings at Brown's.

brown's

a california café

BLOGS THE DAILY CALIFORNIAN
Monday, May 29, 2017

News Sports Arts Opinion Blo



EATING BERKELEY

A delicious food blog by The Daily Californian

THURSDAY, SEPTEMBER 24, 2015

Trek to Brown's: a California cafe



GAREN HARESHIAN/STAFF

BY SAREEN HABESHIAN | STAFF

LAST UPDATED SEPTEMBER 24, 2015

The other day, I happened to have a short gap in between a class and a meeting at about dinner time. I stumbled upon Brown's cafe and decided to check out the menu. I was expecting the Golden Bear Cafe-style foods – wraps, pre-made sandwiches, not-so-appealing salads, you know. But I was surprised to find a very different type of menu with a large variety of unique and healthy options. Since when can we get sirloin steak, organic herb roasted chicken or grass-fed burgers with meal points? I felt like I was at Stanford or something! If you have meal points or a chunk of change on your Cal 1 Card debit, or even if you simply just enjoy a nice meal between classes, Brown's is a unique campus eatery in a cornered location.

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ns. Additionally, they have the most vegan and vegetarian choices I've n is also transparent to patrons, so you can see what they're cooking nk is pretty cool and even entertaining.

+ 2014 UC Berkeley - Cal Dining ::: "Extreme Local" event, Loyal E Horton Awardee

Extreme Local Dinner

Tonights meal comes from within 250 miles



ENTREES:

Roast Turkey Breast
Garlic Cream Linguine
Roast Beef Chimichurri
Mary's Herb Roasted Chicken
Stuffed Portobello Mushroom Cap (Vegan)

SIDE DISHES:

Butter Beans & Kale
Roasted Garlic Cauliflower
Roasted Zucchini & Peppers
Roasted Brussels Sprouts
Brown Rice Pilaf

SOUP:

Cream of Broccoli Soup

SALAD:

All local Salad Bar

CHEESE FRUIT COURSE:

Schoolyard Loaf Bread and rolls
Pt. Reyes Blue Cheese
Sharp White Cheddar
Persimmons
Grapes
Apples

DESSERTS:

Yogurt, figs, apricots, honey
Honey Mousse Cake

BEVERAGES:

Martinelli's Apple Cider
Infused water with our local fruits
Milk & Chocolate Milk

Extreme Local Dinner Cal Dining ::: UC Berkeley



CALDINING.BERKELEY.EDU

- Photography, write copy, create logos, design, layout, Photoshop, Illustrator, InDesign

+ 2014 UC Berkeley - Cal Dining ::: “Extreme Local” vendor event, Loyal E Horton Awardee



FOOD DAY
October 24, 2014

WHAT IS FOOD DAY?

Food Day is an annual celebration of healthy, affordable and sustainable food. Please join Cal Dining on Dwinelle Plaza from 11:00 am - 2:00 pm for our local vendor fair and farmers market. Student groups will also participate! Enjoy “real food” and learn about advocating for a better food system.

WHY CELEBRATE FOOD DAY?

To promote a transformation of our current food system, to address food-related health problems, hunger, sustainability, and fair working conditions for food workers and animals.

VENDORS:

- Tofu Yu
- Happy Boy Farms
- Local Butcher Shop
- Back to the Roots
- Feel Good
- Challah for Hunter
- Farm Fresh to You
- Solidaritea
- Organic Valley
- The Local
- Student Food Collective
- California Lavash
- Kevita
- Clover

STUDENT GROUPS:

- Cal Cooking
- Recycling & Refuse Services (CRRS)
- Building Sustainability @Cal (BS@C)
- Gill Tract
- Challah For Hunger
- Students Against Fracking
- Fruitful Minds
- Berkeley Organization for Animal Advocacy
- Peanut Butter Project
- Student Organic Garden Association (SOGA)



caldining@berkeley.edu



\$2.00 off

GBC PRODUCE STAND

COURTESY CAL DINING

Valid only 10/24/2014




- Photography, write copy, create logos, design, layout, Photoshop, Illustrator, InDesign

- + 2014 UC Berkeley - Cal Dining ::: Update, edit, write, layout Cal Dining's Sustainable Resume; created "GreenBear" branding for all marketing / PR surrounding Cal Dining local foods and sustainable measures.


June 2014

Environmental Sustainability Resume



Cal Dining is dedicated to providing an environmentally responsible dining program that supports the UC Berkeley community. With reports foreshadowing the drastic consequences of over consumption and environmental neglect on future generations, we know it is our responsibility to reduce our environmental impact through our purchasing choices, operational decisions, waste management, resource consumption and environmental education of our students and staff.

Over the past decade, we have made great strides in greening our dining services by researching and piloting new sustainability programs. In addition to having the **first four green certified buildings at the University of California** Cal Dining received the **first university organic certification** by installing certified organic salad bars in all residential dining locations in 2006. However, we are always looking for new ways to improve the sustainability of our dining and retail programs, and we enjoy working in collaboration with students on any project that they would like to see implemented.



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SUSTAINABILITY RESUME

Food Sustainability

Cal Dining's priority is to pursue sustainable business practices and maintain the highest standards of environmental awareness while continuing to provide quality menus at all dining locations. From the farm, to the kitchen, to the plate, Cal Dining's sustainability efforts can be seen in multiple ways.

All-Natural Niman Ranch Beef, 2008
 At Cal Dining, our hamburgers are made with Niman Ranch beef. Niman Ranch's animals are raised on small U.S. family ranches without the use of hormones or antibiotics and are fed an all-vegetarian diet. We decided to incorporate Niman Ranch into our menu in response to a growing demand for socially responsible food sourcing practices. "We feel that this partnership with Niman Ranch will provide a hamburger that not only tastes great, but that our students can also feel good about," says Shawn LaPean, Director of Cal Dining. "This is just one more way we can demonstrate our efforts to be a socially responsible campus."

Mary's Pasture-Raised Chicken, 2009
 Cal Dining serves Mary's free-range chickens from Pitman Family Farms in California's San Joaquin Valley. Mary's chickens are raised on green pastures in humane conditions and fed a Non-GMO all vegetarian diet.

Marine Stewardship Council (MSC) Certified Seafood, 2011
 MSC is a global nonprofit that sets standards for wild fisheries around the world. These standards help ensure the sustainability of fish stocks, minimize environmental impacts, and promote better fishery management. Cal Dining achieved MSC Chain-of-Custody certification in June 2011. This means that up to 30% of seafood, and all tuna salad, is MSC-certified. MSC items include Alaskan Pollack, Blue Fin Tuna, Shrimp, and Cape Capensis. So look for our fish marked with the MSC eco-label!

See our sustainability video for more information: <http://www.youtube.com/cal dining>




100% Organic Salad bars are located in all four Dining halls via California Certified Organic Farmers.

Vegetarian & Vegan food options are also available in every dining hall on campus.



CALDINING.BERKELEY.EDU

- Logo: project manage
- Produce Copy: Photoshop, InDesign

+ 2012 – 2014 ::: Media relations for the UM Farm to College Program

Missoulian News Sports Opinion

Food

UM's Farm to College program hits \$1M milestone

By MARTIN KIDSTON of the Missoulian Sep 22, 2012



Michael Gallacher/Missoulian

University of Montana executive chef Patrick Browne heads to the harvesting beets, kale and tomatoes from the school's organic garden at the Commasson Center. Mark LoParco, director of the UM Dining Services, has been buying Montana products through the Farm to College program for several years and this year will purchase more than \$1 million in local and

On a cool September morning, University of Montana executive chef Patrick Browne wandered the school's organic garden, watching over the selection of kale, tomatoes and the ripeness of the squash.

Standing aside in his white kitchen apron, he said chickens will arrive fresh from Ryegate, and what sits down for supper at the evening banquet, so later that week, the entire meal will be Montana

"We think it has a little more flavor, being local. The chickens really do taste better since they're commodity chickens. Our beef is 100 percent grown and produced using sustainable practices.

The banquet represents more than just a tasty meal served for the President's Lecture Series. For nine years, UM Dining Services has been focused on buying Montana products through its Farm to College program, ensuring they're locally grown and produced using sustainable practices.

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UM Dining Programs Gets National Recognition

Posted: Feb 10, 2014 7:57 PM PST

Updated: Mar 03, 2014 8:14 PM PST

The University of Montana's dining program is getting national attention from a magazine named UM's Farm to College Program, or FTC, the "I've Seen." The goal of FTC is to support agriculture and the healthier food on campus.

Less than a year after celebrating its 10th anniversary, FTC is doing well, according to Foodservice Director Magazine, a national trade publication.

"That's something our students will appreciate in our dining program," said UM Dining Services Director Mark LoParco.

In 2003, LoParco and another person started the program. It's been their students' healthier food. That's what the program is all about.

"From there the rest is history, and it's all about the future," LoParco said.

Now, UM dining buys more than a portion of its own food on campus. It's used for everything from fish to fertilizer crops and herbs.

"It's doing what it was designed to do. It's making a difference in the state of Montana," LoParco said.

Not only are the healthy options made available, but the magazine's ideas and "bombs," the truck's signature words, are also being used.

"This was something developed over time," LoParco said.

Montana Rural Health Initiative

Home RHI Program Profiles RHI Webinars



University of Montana Farm to College

UM Farm to College supports agriculture and economy by purchasing Montana food products to support local farmers, ranchers, and businesses.

The UM Farm to College (FTC) Program brings fresh, locally grown and produced food to campus, supporting relationships with local farmers, ranchers, and businesses.

ORGANIC CONSUMERS ASSOCIATION

CAMPAINING FOR HEALTH, JUSTICE, SUSTAINABILITY, PEACE, AND DEMOCRACY

HOME BLOG TOPICS CAMPAIGNS MEDIA ABOUT PROJECTS DONATE EVENTS

Home / News / UM's Farm to College Program Links Montana Producers With Campus Consumers

UM's Farm to College Program Links Montana Producers With Campus Consumers

The Montanan by Ari LeVaux

Shock sits on his green four-wheeler, gazing over his pasture toward the Mission Mountains. I'm a few feet away, surrounded by a ring of Shock's cows, who are intently gazing at me. One cow gets in my face and sniffs. "That's Mary," says Shock, who says he'll hang on to her and breed her next year. "Her half sisters and brothers are what go to Montana Natural Beef."

Last year, Montana Natural Beef, a Ronan-based company that markets beef raised in the Mission Valley, sold roughly \$37,000 of that beef to UM.

It may seem a no-brainer that Montana beef, among the world's finest, is fed to Montana's students. But today's cattle industry, like many other food industries, operates on a scale bigger than Big Sky Country. The beef could come from anywhere. The distributor might say it is from Idaho. But that only means the cows were slaughtered there, perhaps fattened on an Idaho feedlot. Or they could have been raised in Florida, Texas, Washington, or Montana and fattened in Colorado or Kansas. "It's a mixed bag," says David Optiz, purchasing manager for University Dining Services (UDS). "Unless I can source my meat exactly, I don't try to guess. You just never know."

UM's Farm to College (FTC) program has eliminated a bit of that guessing by taking the mystery out of the meat. "It started with a conversation after a campus recycling oversight committee meeting," explains UDS Director Mark LoParco. "Professor Hassanein [assistant professor in UM's Environmental Studies Program] asked me what I thought about serving local foods. That's something I've wanted to get going for some time, but didn't have the resources [for]. After that meeting, she lined up four graduate students and off we went."

MAGICVALLEY.COM News Sports Opinion Events Obituaries

Montana Farm to College Program Building Partnerships

SARAH BROWN The Prairie Star Oct 4, 2014



THE PRAIRIE STAR

Andrew Long of the Oil Barn surveys his safflower crop in Big Sandy, Mont. The University of Montana Dining uses safflower oil from the Oil Barn in its fryers. After the oil is used it is returned to the Oil Barn and used as bio-diesel in machinery.

"The impact of our program has been felt around the state by producers and co-ops because of our budget and ability to support them. Companies become viable because of what UM does through the weight of our purchasing power."

Trevor Lowell, University of Montana Dining's director of sustainability.

MISSOULA, Mont. | University of Montana's Dining Director Mark LoParco delights in people eating something produced by someone they know. Whether it's a Dixon Melon, a beefsteak tomato from the Flathead Valley or raspberries grown in the on-campus permaculture garden, tasty at food means something to a classmate, staff member or co-worker, and that means something to him.

"It's pretty uplifting to be standing in a service line and to be told that, 'Mountainview Gardens is run by my neighbors in Kallispell,' or that they know the ranch where their hamburger comes from," LoParco said.

LoParco and his team are responsible for the celebrated UM Farm to College Program, which brings locally grown and processed food to campus through direct and indirect relationships with Montana farmers, ranchers and food-producing businesses. This year, UM Dining has hit a milestone in its nearly 12-year history, surpassing \$1 million in local food purchases in a single year.

UM Dining spent an additional \$234,154 on sustainable foods in fiscal year 2015, rounding out a total \$1.2 million in local and sustainable food. In addition, more than \$5,000 of this food was grown in UM Dining's garden. These purchases account for more than 31 percent of UM Dining's total food budget of \$3 million, and it's an increase of nearly 7 percent since last year.

+ 2012: Merchandise for for the UM Farm to College 10th Anniversary



MONTANA GOTHIC

A new classic. Lightweight gray burn-out t-shirts with standard crew neck or hipster v-neck. 50/50 cotton-poly for easy care, comfort and deluxeness. Locally designed and produced exclusively for, and available for sale at, the 2012 UM Farm to College Fall Feastival

\$20
A bargain!



- Concept and project manage: print run
- Logo design: Photoshop and Illustrator

+ 2012: Merchandise for for the UM Farm to College 10th Anniversary

Event is effectively marketed through a variety of media: We utilized all media channels that we could: posters, fliers, napkin holders, flat screen TV's, our website and social media, and articles prior the event in the campus and local newspapers. We offered two marketing "silent ambassador" piece for guests to take home from the event (below - canvas shopping bag and SOMAT soil enhancement).



ABOVE: Front of our "Save the Date" invitations that went out to the Associated Students of UM, local politicians, and our farming, ranching, and food producing partners.



To encourage guests to embrace local and sustainable ways, canvas bags were given away, as well as samples of our SOMAT soil enhancement (explained p.31) to inspire guests to start their own garden.

+ 2012 – 2013 ::: UM Dining Brochure – focus on UM’s closed-loop system

Our Campus Garden

Our campus garden is located on the south side of the Lommasson Center - stop by for a tour and to meet our gardeners. We continually cultivate and add to the garden. Most recently, a sustainably designed earth-bag greenhouse structure was constructed. The greenhouse will start heirloom variety seeds that will be transferred to plots in the garden. Post-consumer waste generated by the Food Zoo Dining Room is composted and utilized in the garden. Fruits and vegetables harvested are served in the Food Zoo and in UM Catering, completing our on-campus food cycle.



UM students and local students of all ages regularly visit our campus garden throughout the year.

Mark LoParco, Director of UMD, stated, "This works well on many different levels. It's about sustainability. We are growing our own herbs, vegetables, and fruits, which we use in a kitchen only 20 feet away. You can't get more local than that!"



Our Aquaponics

UM Dining has installed a closed-loop aquaponics food production system in the Food Zoo display window.

Aquaponics is an integrated sustainable food production system that combines traditional aquaculture (raising seafood) with hydroponics (growing plants in water). It produces food and fertilizer, and manages waste all in one self-contained system.

Continued from p. 36

Aquaponic Farming

Ian Finch
Director of Sustainability
& Food Procurement
University of Montana
Missoula, Mont.

We installed a closed-loop aquaponics food production system in our residential dining hall, the Food Zoo. This is an extension of our larger campus food production program.



The aquaponics system raises tilapia, which produce ammonia that is converted into nitrite and then nitrate for the plants. The department also harvests the tilapia for consumption. The system is useful for growing a variety of plants and vegetables. Last year we produced 150 pounds of microgreens. At the market rate of \$36 per pound from our local growers, which equals \$5,400 worth of product.

We use our system to produce nutrient-dense microgreens (a known superfood) as well as tilapia. The microgreen harvest is used in the Food Zoo Dining Room and for catered events. Last year we produced 150 pounds of microgreens; at the market rate of \$36.00 per pound from our local growers, which equals \$5,400 worth of product.



Microgreen salad from the Food Zoo Aquaponics system, with curried tofu and rice.