

FOR IMMEDIATE RELEASE

PHOTO OPPORTUNITY:

Thursday, Jan. 29th 12:15-12:45pm

*Inaugural CSA Drop-Off, Staff and Students
picking up boxes of produce.*

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Staff, Students, and Faculty at UCSB invest in Local Farmer

Staff, faculty, and students at the University of California, Santa Barbara can now receive a box of fresh produce from John Givens' Organic Farm, once a week through the Community Supported Agriculture Program (CSA) located at UCSB. The kick-off for this program will be Thursday, January 29th, 2009 from 12:15-12:45pm at the UCSB Mosher Alumni House.

All are welcome to come to this inaugural event and learn more about the CSA; however shares for the CSA must be purchased ahead of time by mailing your check to John Givens.

"Community Supported Agriculture Programs, or CSAs, are an important part of the effort to re-connect UCSB with our local farmers, to re-localize our food, and to provide a healthy option for our staff, faculty, and students," said Katie Maynard, Campus Sustainability Coordinator and co-founded of the CSA at UCSB Program.

Maynard and Daniel Laub, a staff member from Housing and Residential Services, have spent their lunch breaks and evenings over the past few months planning the logistics of the CSA and recruiting their colleagues to sign up for a share. Currently there are CSA members from eight different departments across campus including such diverse departments as Admissions, Facilities, Engineering, Housing, and Geography.

Through this program, staff will be able to pick up a box of fresh organic produce once a week, delivered directly from the farm to the campus that morning. By purchasing a share, or subscription, to the CSA, members are investing in John Givens' Organic Farm and committing to purchase the farm's produce at a fair price. This commitment allows the farm to plan their crop in advance and to have less risk in the coming season. This also creates a direct and long-term relationship between the CSA member and the farmer and encourages CSA members to eat seasonally.

"John Givens' produce is the benchmark of what fresh, vibrant, healthy food should be. Having worked with several organic farms, and consulting with clients about how to grow their own food in their landscape is rewarding, but cannot compare with the quality of produce that Givens puts out. He has been building his soil for more than 30 years and the tilth of the soil is so rich that plants are able to reach their full nutrient potential," said Daniel Laub who has worked with Givens for nearly 10 years. "I love working with John because his produce sells itself."

Several other campuses including UC Santa Cruz and UC San Diego have established delivery points for CSA Programs on their campuses. "There is a statewide movement to bring local, organic, and sustainably harvested produce to UC campuses and we are expecting to complete a policy on Sustainable Food Systems that will affect all UC campuses within this academic year." Maynard said. "UCSB has already made strong steps in this direction, implemented several successful programs, and has set ambitious goals for our campus dining commons and University Center as we move forward. The CSA located at UCSB will help to continue us on this path."