

UCSB Sustainability Champion

Sustainability: More greenwash or the key to our future?

The example of localizing the Santa Barbara County food system

Symposium by Professor David Cleveland

October 5th, 2010, 3:00-5:30pm

Corwin Pavilion, UCSB



Our team of UCSB undergraduates spent the last year doing research to answer this question. We found that while SB County produces an abundance of fruit and vegetables, we import most of the produce we eat, which contributes to food insecurity and global warming. We also found that many people are working to localize the system as a way to make it more sustainable, often successfully overcoming skepticism and

institutional obstacles. But what effect will this localization have? How can the concept of sustainability be put to work for localization?

There will also be an edible demonstration of our food system featuring fresh fruits and vegetables provided by local farmers, UCSB's Ucen Dining and Residential Dining Service, Farmer Direct Produce and the Isla Vista Food Cooperative.



This talk is the culmination of the inaugural year of the UCSB Sustainability Champion Program sponsored by the Office of the Executive Vice Chancellor and The Green Initiative Fund.

