Project title: The Berkeley Student Food Cooperative

Total amount requested from TGIF: $91,000

Partnering organizations, departments, or individuals (if any): Student Food Co-op Think Tank, ASUC Sustainability Team (STeam) and The Local produce stand, Berkeley Student Cooperative, Cal Cooking Club, Society for Agriculture and Food Ecology, The Real Food Challenge, California Student Sustainability Coalition (CSSC)

Primary contact:

<table>
<thead>
<tr>
<th>Name</th>
<th>Alli Reed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title and department</td>
<td>Music student</td>
</tr>
<tr>
<td>Phone</td>
<td>(415) 302-4682</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:Alli.a.reed@gmail.com">Alli.a.reed@gmail.com</a></td>
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</tbody>
</table>

Secondary contact (if applicable):

<table>
<thead>
<tr>
<th>Name</th>
<th>Christina Oatfield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title and department</td>
<td>Environmental Sciences (B.S.) student, ASUC Senator</td>
</tr>
<tr>
<td>Phone</td>
<td>(415) 828-5627</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:christinaoatfield@gmail.com">christinaoatfield@gmail.com</a></td>
</tr>
</tbody>
</table>

How did you hear about this grant? From former TGIF campaigners and committee members.

Registered student organization or campus unit through which the grant funds will be administered: ASUC Sustainability Team

The mission of the Berkeley Student Food Cooperative (BSFC) is to provide fresh, healthy, environmentally sustainable, and ethically produced food at an affordable price to Berkeley students. The BSFC will be a student-run natural and sustainable food cafe and market based on the cooperative model. A cooperative is a democratic, equally owned enterprise based on principles of open membership, democratic member control, autonomy and independence, education, co-operation among co-operatives, and concern for community. Values that guide cooperatives include self-help, self-responsibility, equality, equity, and solidarity. The BSFC will promote community building, social justice and environmental stewardship and offer our customers 20-40% savings on healthy, sustainable, delicious food through the cooperative model. The Berkeley Student Food Cooperative will be an expansion of the existing market "The Local" (run by the ASUC Sustainability Team), which provides affordable sustainable food items to the UC Berkeley campus.

The BSFC intends to sell a combination of soups, salads, sandwiches, groceries, juices, coffee and pastries, Monday-Friday 11am-11pm, Saturday 11am-9pm, and Sunday 11am-3pm. The BSFC is designed with the same
structure as The Local produce stand and will source primarily from local sustainable farmers, giving UC Berkeley a choice to eat healthy, fresh, and affordable food. We can provide quality products at affordable prices because we source specifically from local small family farms. The BSFC is the business model for the 21st century; it is based on financial stability and growth in this turbulent economy while maintaining our core mission and values. We highlight the human element in the food system through true collaboration with local farmers, other cooperatives, and our community.

2. Our core group of dedicated members (collectively and commonly referred to as the Food Co-op Think Tank) are involved in a myriad of food, sustainability and cooperative organizations around campus and have made connections with local farms and other cooperative businesses. We have guaranteed support and collaboration from the Central Office and Central Kitchen of the 1,300 member Berkeley Student Cooperative. We are currently applying for grants/loans and completing a business plan for an on-campus space. We are in close, regular communication with the members of the ASUC Store Operations Board, which has voiced strong support for a student food co-op in Lower Sproul in the near future (see enclosed email from ASUC Auxiliary Director Nadesan Permaul). A member of our think tank, Kaan Caglar, is finishing his MBA and doing intensive marketing research to determine more specifically what kinds of grocery and prepared food items will best serve our student community.

By the end of May, we will have secured our location and will use awarded grants and loans to begin renting and renovating a store space, purchase furniture, kitchen supplies, promotional material, and other basic business materials. At the end of May we will also employ two full-time staff, a Project Director and an Operations Manager. All employees will be hired through a fair and equitable application process. The Project Director will oversee the more programmatic aspects of the BSFC: The Project Director will align purchasing practices with values, support volunteers and part-time staff, coordinate education and outreach programs, provide general oversight of business practices and ensure commitment to BSFC's core mission. The Operations Manager will make sure the BSFC remains productive and solvent: The Operations Manager is charged with accounting, purchasing, and fundraising duties as well as ensuring organizational effectiveness.

From late May to August we will promote and prepare the store to open for the fall semester, further develop educational and volunteer programs, launch a large-scale community capital fundraising program and forge new partnerships with other cooperatives, farms, food-based organizations, student groups, and local businesses. At the beginning of the fall semester, we will open with an exciting week of announcements, press coverage, free samples, discounts, and events. We will continue to be a growing presence on campus through a variety of outreach programs, including providing our space for student groups' performances and activities. After establishing a presence on campus, we will launch our long-term education and community collaboration program in order to continue to fine-tune our food, service and member-owned system.

Based on figures from our preliminary business and market research, we are tentatively estimating that our monthly sales will be around $80,000 and that our mark-up of 20% (typical grocery store mark-up is around 150%) will be able to support and expand our operations and fully fund our program objectives. According to the Cooperative Grocery, "the average for-profit grocery spends 70% of its revenue on labor," which forces the business to drive up the prices of their goods in order to maintain a profit margin. By utilizing the cooperative model, where everyone pitches in with volunteer labor, we will be able to offer 20-40% savings to our customers (based on the numbers from Park Slope Cooperative in Brooklyn) while remaining self-sufficiency.

3. "Greenhouse gas emissions from the food and agriculture sector contribute over 30 percent of the current annual total emissions," according to the United Nations Food and Agriculture Organization (“Climate change and food security,” Bali Climate Change Conference Press Kit, FAO-UN, December 2007). Supporting sustainable food services on campus is an important supplement to Cal CAP's commitments to social and environmental sustainability. Every item sold at the co-op will go through a process of documentation and analysis of product supply, production and distribution chain and how it compares to similar products. (documentation will include an analysis of each product's carbon footprint, distance of production, use of pesticides, worker treatment etc.) Our metrics (questions #6-8) give an early estimation of actual emissions reductions based on the relevant, available numbers.

U.C. Berkeley is in the process of planning a large-scale Lower Sproul renovation, which has received a large
demand for more student-run space. The BSFC will foster a thriving campus culture and a forum for free speech and student action through hosting music, dance, poetry, film screenings, panel discussions and other student events. The BSFC will make sustainability issues a permanent part of the revitalized Lower Sproul. The BSFC will provide students a choice to eat healthy, fresh, and local foods. The BSFC will promote education and provide students with information to increase student awareness of food systems, promote environmental and nutritional consciousness, and give students support to change their lifestyle off-campus. Our education programs will build a foundation to help change student lifestyles. The BSFC will strive to be a zero waste facility by reusing packaging materials, as well as serving and stocking items with recyclable and/or compostable packaging. We intend for there to be no garbage bins in our storefront, but rather, recycling and compost bins with clear signage that explains the importance of composting/recycling and which items belong in which bin.

The BSFC will be a model of environmental, economic and social sustainability. Student-run food cooperatives have existed on other campuses for decades. UC San Diego, UC Santa Cruz, and UC Santa Barbara all have existing food cooperatives which support local food and reduce greenhouse gas emissions for food production and transportation. By integrating information on food-related emissions and climate change into our education and outreach programs, we will not only be sustainable ourselves but will encourage the student body to make choices every day to eat sustainably.

4. Our project is officially endorsed by the Real Food Challenge, a national campaign to change university food spending practices. This campaign has served as the model for the UC-wide sustainable foods policy. Last year, the UC system signed on to this campaign and agreed to meet the goal of spending 20% of its total food budget on "real" food - defined as fair, ecologically sound, community based, and/or humane - by 2020. The BSFC would use the Real Food Calculator (a tool developed to determine whether or not an item of food counts as "real food," see appendix A) to guide all its purchasing practices, providing 100% real food to the student community. Our cooperative would help UC Berkeley as a whole get that much closer to reaching and maintaining the Real Food Challenge goal.

Furthermore, the UC System has sustainability policies pertaining to green building design, reducing greenhouse gas emissions, purchasing recycled content paper and reducing waste, and it is currently in the initial phases of crafting a system-wide sustainable food policy. UC Berkeley created a Sustainable Foodservices Working Group last semester to bring together foodservice entities on the campus with staff and students interested in creating a sustainable food policy for UC Berkeley and the entire UC System that meets the Real Food Challenge criteria. However, there are few existing institutional sustainable food policies to use as a model. In some ways, UC Berkeley has been a pioneer in this field, through the exceptional organic-purchasing practices Cal Dining has implemented and student initiatives such as "The Local" produce stand and annual campus Harvest Festivals. A recent New York Times article (March 21, 2009, Business section) noted that "while the idea of sustainable food is creeping into the mainstream, the epicenter of the movement remains the liberal stronghold of Berkeley, Calif." Sustainable food is part of our reputation and legacy and if the ASUC Auxiliary brings a national fast food chain on campus (they are currently negotiating a contract with Panda Express) then the BSFC will play a vital part of trying to maintain sustainable food standards.

5. The ASUC Store Operations Board will lease space to our organization. See Appendix B.

The BSFC will provide additional grant money, access to their centralized food ordering system, and administrative support.

The ASUC Sustainability Team will hold and disseminate funds while we incorporate and will provide volunteers via their ongoing highly successful project "The Local" weekly on-campus produce market in addition to publicity and promotion.

6. Currently, CalCAP and CACS do not account for the Global Warming Emissions embodied in the food we eat. However, this accounts, on average, for about half of a person's carbon footprint. Additionally, changing your diet is one of the easiest and most cost effective ways to reduce your personal carbon footprint. A calorie of plant matter emits half as much CO2 than a calorie of meat. Similarly, organic food has about half the carbon footprint of
We are faced with an exciting opportunity related to our store placement: our most likely location is currently adjacent to the proposed Panda Express. This will give us the unique ability to frame individual consumption choices in terms of very specific CO2 reductions. Based on our research, about 60 percent of the people eating organic, vegetarian food from our establishment would otherwise have eaten factory farmed meat.

From this behavioral diversion, we can then estimate the total impact on the carbon footprint of the Berkeley campus.

Assuming throughput numbers from our business plan and marketing research, normal factory food consumption would result in 1,000 metric tons of CO2 equivalent emissions per year. (http://coolcalifornia.org/calculator.html). If you then multiply this number by the difference in food type emissions and behavioral diversion we estimate a total emissions savings of 270 metric tons a year.

\[
(1,000 \text{ kg/year}) \times (0.5 \text{ emissions of organic/factory}) \times (0.9 \text{ organic purchases/total}) \times (0.6 \text{ behavior diversion/non organic}) \\
= \text{total GHG reductions of 270 metric tons a year.}
\]

This reduction represents about 0.06% of Berkeley's current emissions of 482,000 metric tons a year, but can be counted as an offset since CalCAP does not measure food-related emissions (http://sustainability.berkeley.edu/calcap/inventory-footprint.html). Also, it is roughly equal to driving 270,000 in an average automobile.

7. We will regularly post our water, waste, and electricity usage in order to create awareness and track the effectiveness of efforts to minimize our internal resource use. Additionally, the projected greenhouse gas reductions given above will be updated based on all sales, and a yearly member survey. Since education is one of our foremost sustainability goals, and food-related CO2 lacks awareness as well as measurability, we will be working several experienced partners/advisors to track our food related CO2 emissions. Our partners include Erin Gaines, the Sustainable Foods Coordinator of Stanford Dining and developer the Real Food Calculator, as well as Ian Quirk, the BSC Sustainability Coordinator, who will help us create metrics and comparative analyses that are simple and compelling enough to be printed onto compostable food wrapping or pamphlets for customer education.

8. While a UC systemwide and local Berkeley sustainable food policy is still held up in committees, the BSFC, a 100% "real" food project, will be an invaluable source of information in crafting the specifics of these resolutions.

This project will provide unique leadership opportunities for students and will raise awareness of sustainability issues on campus by degrees because it will function as an information headquarters and incubating space for campus activism relating to food security, energy efficiency, etc. (pamphlets, newsletters, magazines, educational murals, workshops)

9.

<table>
<thead>
<tr>
<th>Name</th>
<th>Alli Reed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title and department</td>
<td>3rd year music student (College of Letters and Sciences)</td>
</tr>
</tbody>
</table>
Phone | (415) 302-4682
---|---
Email | Alli.a.reed@gmail.com
Relevant experience or knowledge for this project | Four years of experience in youth food activism, especially around Fair Trade; currently on the steering committee for the Real Food Challenge; currently Movement/Industry Liaison and Development Coordinator for United Students for Fair Trade; contracted for development work at Green For All April-July 2008

Name | Christina Oatfield
---|---
Title and department | ASUC Senator, ASUC Sustainability Team member/project consultant, Environmental Sciences (B.S.) Student, College of Natural Resources
Phone | (415) 828-5627
Email | christinaoatfield@gmail.com
Relevant experience or knowledge for this project | former director of the ASUC Sustainability Team; former Office of Sustainability Intern; Food Co-op Think Tank Leader; attendee of numerous conferences on sustainability, food, climate change, member of the Sustainable Foodservices Working Group

10. Berkeley Student Cooperative; Megan Coontz, VP of External Affairs, VPEA@bsc.coop, 530.219.8500 and Caitlin Morgan, Vice President of Capital Projects, BSC
The BSC Board of Directors has pledged to support this project by offering logistical consultation pertaining to cooperative administrative structure. They have also created a “Local Cooperative Development Fund” with this co-op in mind to create an opportunity for additional seed money for our cooperative endeavor.

Cal Cooking Club; Melisa Lin, President, melisa.lin@gmail.com, 818.635.1728
Cal Cooking has 600 members. They serve as the basis for our market, active consumers looking for fresh, local produce. They are supporting our efforts with outreach, publicity, and the support of their membership base.

ASUC Sustainability Team; Christina Oatfield, christinaoatfield@gmail.com, 415.828.5627
The Local produce stand; Rachel Horn, rachelhorn@berkeley.edu, 310.963.6121
STeam is providing volunteers, publicity and structural support. Their produce stand "The Local" will be a partner of our food co-op in that we will order produce in bulk with The Local will promote our Food Co-op and refer customers to us as they have very limited hours of operation.

Society for Agriculture and Food Ecology; Anya Kamenskaya, kamena@berkeley.edu, 415-812-4793
SAFE intends to co-sponsor events and workshops (such as butter making, fermentation, seasonal cooking, etc.) that will take place at the Food Co-op throughout the year. [Christina]
Student Organic Garden; Tim Kline, tkline@berkeley.edu, 415.516.0701
We will partner with the Student Organic Garden on campus to develop our education program, and will eventually source food grown there.

Real Food Challenge; Marissa Grossman, National Programs Coordinator, 617.442.1322
The Real Food Challenge, a national student campaign to change university dining hall purchasing practices, has officially endorsed this project. Our mission and practices are based on the goal of providing sustainable food that meets the Real Food guidelines.

Tim Huet, timhuet@arizmendi.coop, 415.566.3117
Tim Huet, a founder of Arizmendi Bakery and a locally-based expert in cooperative development, is a strong supporter of this project and brings a network of organizations, experts and fundraising contacts to carry our project forward. He has been away, but he will send his letter of endorsement soon.

California Student Sustainability Coalition (CSSC); Caitlin Vavasour, Assistant Director, cvavasour@yahoo.com, 510.847.6206
The mission of the CSSC is to unite and empower the California community of higher education to collaboratively and nonviolently transform our selves and our institutions based on our inherent social, economic, and ecological responsibilities. They will support our co-op through advising, outreach, and promotion.

Erin Gaines, Sustainable Foods Coordinator of Stanford Dining, elgaines@stanford.edu, 650.862.9564
Erin works at Stanford University on sustainable food procurement, waste reduction, on-campus production, and awareness. She was a main developer of the Real Food Calculator. She is providing us, among other things, with specific metrics relating to sustainable foods in a campus setting.

Ian Quirk, Sustainability Coordinator, BSC, ianmquirk@berkeley.edu, 510.329.7479
Ian has worked at PG&E as an energy reduction coordinator and will be helping us create our metrics.

E. Kim Coontz, Executive Director of the California Center for Cooperative Development, 530.297.1032, ekoontz@cccd.coop
Kim is the Executive Director for the California Center for Cooperative Development. She has been working with cooperative enterprises for more than 19 years. Representatives from our team are in regular contact with Kim and have received invaluable consultation services from the California Center for Cooperative Development.

11. In its first stages, our project will continue to rely heavily on volunteer support. Our current team includes a recent graduate, who is able to devote much more time to this project than a full-time student. We will be supported by his continued involvement as a coordinator for the growing number of committed volunteers, as well as by the rest of the current team, many of whom have scaled back on their commitments in order to give this project greater attention. We are asking for funding for two full-time employees, a Project Director and an Operations Manager, to start at the end of May. These employees will not necessarily be people currently working on the project, but will be found through a rigorous application and outreach campaign in various communities. These employees will provide a support system to the rest of the team and will play a crucial role in the success of our project. The Project Director will oversee the programmatic aspects of the BSFC: aligning our purchasing practices with our values, supporting our volunteers and part-time staff, coordinating education and outreach programs, and generally making sure we never stray from our mission. The Operations Manager will make sure our cooperative stays solvent and productive: accounting, purchasing, ensuring organizational effectiveness, and fundraising. We ask for the first 3 months of salary for these two employees, because our project will not be able to get off the ground without two qualified and dedicated staff members. Once we open our doors, we will pay them solely from earned revenue. In addition to our full-time staff, we will also hire several part-time UC Berkeley students to work in the store, preparing and selling food.

Much of our most dedicated volunteer base will come from our "Sustainable Food Systems" DeCal, to be launched in Fall 2009. In addition to in-class work and homework, which can help develop our volunteer and outreach programs as well as future sustainability curricula, our students will be required to volunteer at least 4 hours a month in-store or at a farm or organization related to the sustainable food movement. Most volunteers will go to partnering farms and organizations to solidify our working relationships. We estimate that initially at least 15 students will enroll in our DeCal class, giving us at least 60 volunteer hours a month. The academic units provided to these students and to the course facilitator will act as compensation to ensure task completion.

12. Student involvement in the Berkeley Student Food Cooperative is crucial to the success of the organization. Like many food cooperatives, our member-owners will be expected to volunteer with the cooperative - in this case, we
ask for 4 hours of volunteer work per month in order to receive voting rights and a discount on food purchases. However, unlike other cooperatives, our volunteers will plug into a variety of opportunities in order to meet their monthly work quota. One week, a volunteer may be in the store, working the cash register or stocking shelves. The next week, they may be working in a local farm, learning how to garden and grow their own food while building relationships with local farmers. The week after that, the volunteer might be facilitating a workshop on healthy food in a local elementary school class or helping out with an afterschool gardening program. Engagement in the community is at the very core of our organization. We plan to use our cooperative structure to really participate in our entire food system and help create the next generation of food activists.

The Berkeley Student Food Cooperative will hold weekly meetings for our members. While we will utilize that space to vote on proposals, to evaluate our progress, and to get input from our community, it will also be a forum for workshops, trainings, and presentations. We will encourage students and community members to present their skills and knowledge to the rest of the group, through workshops on sustainability issues, cooking classes, anti-oppression trainings, talks about issues in the food system, or any other number of possible events.

Our project targets the entire student body and will encourage greater student traffic and utilization of the Lower Sproul plaza. Our marketing and outreach will emphasize broad appeal, particularly into segments of the student body not usually engaged in sustainability issues. Because of our commitment to diversity and anti-oppression work, we will engage with communities outside sustainability and cooperatives by hosting Poetry 4 the People events, culture and heritage-based cooking classes, and skill shares on everything from music to IT training.

13. • The BSFC’s outreach coordinator will facilitate a DeCal course every semester pertaining to sustainable food to better promote BSFC values.
• In-person announcements in classes and at dinners of housing cooperatives, fraternities, and will expose us to approximately 5,000 students give or take overlap. This is made possible by the large web of enthusiastic supporters that have already put in time
• In-person announcements at student organization meetings--both environmental/social justice organizations as well as many others, which we will set up using the broad network of the ASUC Senate
• "The Local" will serve as a satellite and weekly publicity event, reaching passersby and regular customers on Sproul Plaza.
• Our petition for more sustainable food on campus has already allowed us to create an announcement list of 400 people. Through the Sustainability Team and the ASUC network of support, we will announce major coop news directly to over 1000 more interested students
• We will run tabling and flyering with some of our volunteer hours during the first few weeks of opening.
• We will have a referral incentive program to formally encourage word of mouth advertising.
• We have received significant press coverage and will continue to broadcast our message to the greater public through media outlets. Our press strategy includes publicizing our opening and events in campus, local, regional and national newspapers, both foodie and environmental blogs, event listings, and popular review sites like Yelp and Chowhound.

http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/03/06/BA2L16AQRS.DTL
http://www.dailycal.org/article/104661/students_propose_food_co-op_as_panda_express_alternate
http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/12/01/BAIFTJC30.DTL&hw=cal+students+eat+local&sn=002&sc=824

14. We aim to effect our campus culture towards an awareness of the social and environmental impacts of the full food cycle and to energize our peers to take ownership over their communities' food systems as participants rather than consumers. This is measured by the number of members we have involved in our volunteer programs - our goal is for our first year of operations to garner at least 30 members. Another measure of success will be a simple online survey completed by the members that gauges their level of satisfaction with the program. Key results of our survey will be posted on our storefront for all to read.

We also would like to be role model for sustainable food sourcing for the Lower Sproul food court and the entire
campus community. We intend to share contacts with farmers and food providers with other food services on campus, particularly in the Lower Sproul area, in order to help them improve their sustainability standards.

15.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost per Item</th>
<th>Total Request</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equipment and Construction Costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renovations (storage and sales infrastructure, meeting health and fire safety codes, seating, decorations, signage)</td>
<td>Varies (from $50,000 to $150,000)*</td>
<td>$40,000</td>
</tr>
<tr>
<td>Rent from June 1 until December 31, 2009</td>
<td>$36,000/yr*</td>
<td>$21,000</td>
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<tr>
<td>Initial stocking of shelves with product for our opening on September 1, 2009</td>
<td>$5,000*</td>
<td>$5,000</td>
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<tr>
<td><strong>Publicity and Communication</strong></td>
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<tr>
<td>1,000 postcards promoting job openings and community events</td>
<td>$0.17/postcard</td>
<td>$170</td>
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<tr>
<td>Food to distribute at no cost to customers during first week of operation and at opening celebration</td>
<td>$250/day</td>
<td>$1,750</td>
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<tr>
<td><strong>Personnel and Wages</strong></td>
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<tr>
<td>Two full-time staff from May 25, 2009 until September 1, 2009 (assuming annual salary of $40,000 each, including benefits)</td>
<td>$10,000 per staff</td>
<td>$20,000</td>
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<tr>
<td>Stipends for market research analysts (160 total hours, January through June)</td>
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<td><strong>General Supplies and Other</strong></td>
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<td>Non-profit status registration fees</td>
<td>$400</td>
<td>$400</td>
</tr>
</tbody>
</table>

* Figures subject to change based on actual costs incurred.
The Student Food Coop will be sustainably self-financed. A comprehensive market analysis is underway that will ensure we are financially viable in our location.

Berkeley Student Cooperative: A non-profit housing cooperative that provides affordable housing to UC Berkeley and other Bay Area college students. $10,000 has been set aside for a "local cooperative development" fund, which we will be applying for. The BSC doesn't expect any other applicants. Members of the Berkeley Student Food Coop have been involved in the BSC's financial committee meetings and have helped in the creation of this fund.

Clif Bar Foundation: The foundation branch of Berkeley-based Clif Bar company. Their emphasis is on grassroots organizations that have the ability to engage local groups, positively impact their communities, and focus most of their resources on useful and positive actions. They focus on organizations whose missions support: environmental restoration and conservation; sustainable food and agriculture; people's health; and youth. We are currently in the process of applying for a $100,000 1-year grant to cover renovation and other start-up costs.

Bears Breaking Boundaries: A UC Berkeley grant that encourages student teams to propose the next generation of research, education, and service activities on the UC Berkeley campus. We are applying for the "Improving Student Life" funding area: "UC Berkeley is a great place to be a student, but it could always be better. Describe a new policy, program, initiative or service that would make it even better." We are asking for $10,000.

Sustainable Food Systems DeCal: A significant amount of hour volunteer time will come from our DeCal. Refer to question 11 for more details.

The UC Berkeley website suggests a budget of $5000/semester for food. The BSC's Central Kitchen is able to offer high-quality, complete board 7 days a week for under $1,000/semester through bulk ordering and volunteer labor. The BSFC will operate under this same cooperative model and will use the BSC's Central Kitchen for bulk orders to ensure the lowest prices possible.

We are requesting $91,000, which ideally we would like as a grant because this would be significant in keeping food prices low for students, but we would be happy to receive all or part of our TGIF allocation as a loan that would be repaid in several years when our cooperative is fully solvent.

<table>
<thead>
<tr>
<th>Task</th>
<th>Timeframe (# of wks to completion)</th>
<th>Estimated completion date</th>
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<tbody>
<tr>
<td>Need for first installment of TGIF money for hiring full-time staff</td>
<td>8</td>
<td>May 25, 2009</td>
</tr>
<tr>
<td>Secure location for storefront</td>
<td>9</td>
<td>May 31, 2009</td>
</tr>
</tbody>
</table>

* denotes an estimate only

16. The Student Food Coop will be sustainably self-financed. A comprehensive market analysis is underway that will ensure we are financially viable in our location.

17. Berkeley Student Cooperative: A non-profit housing cooperative that provides affordable housing to UC Berkeley and other Bay Area college students. $10,000 has been set aside for a "local cooperative development" fund, which we will be applying for. The BSC doesn't expect any other applicants. Members of the Berkeley Student Food Coop have been involved in the BSC's financial committee meetings and have helped in the creation of this fund.

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18. The UC Berkeley website suggests a budget of $5000/semester for food. The BSC's Central Kitchen is able to offer high-quality, complete board 7 days a week for under $1,000/semester through bulk ordering and volunteer labor. The BSFC will operate under this same cooperative model and will use the BSC's Central Kitchen for bulk orders to ensure the lowest prices possible.

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<table>
<thead>
<tr>
<th>Event Description</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure a business license</td>
<td>August 15, 2009</td>
</tr>
<tr>
<td>Renovations are completed (began June 1, 2009)</td>
<td>August 31, 2009</td>
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<tr>
<td>Project start date (official opening of the storefront)</td>
<td>Sept 1, 2009</td>
</tr>
<tr>
<td>Exhaustion of TGIF money (starting from the first installment)</td>
<td>January 15, 2010</td>
</tr>
<tr>
<td>Submission of final report to TGIF</td>
<td>February 1, 2010</td>
</tr>
<tr>
<td>Become a 501(c)(3) nonprofit - move out of fiscal sponsorship and gain IRS tax status recognition</td>
<td>May 1, 2010</td>
</tr>
<tr>
<td>Complete certification process and begin selling food sourced from campus gardens</td>
<td>May 1, 2010</td>
</tr>
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**Appendices**

A: Real Food Calculator - a tool developed by the Real Food Challenge to determine how "real" a food item is, based on whether it is fair, ecologically sound, community based, and/or humane. The BSFC will only buy and sell food that is in the "green" or "yellow" rows, determining whether or not to sell "yellow" food on a case-by-case basis. We will never sell any "red" food.

B: A letter from Nadesan Permaul, director of the ASUC Auxiliary, expressing his support for a student-run food co-op in Lower Sproul.

C: A letter from BSC President Theo Slomoff and Executive Director Jan Stokely expressing support for a student-run food co-op in Lower Sproul.

D: Additional team members from question 9.