

Food Systems Resiliency Spotlight Series Webinar #6

Please review the details about how everything will work today until we begin at 10:00 AM.

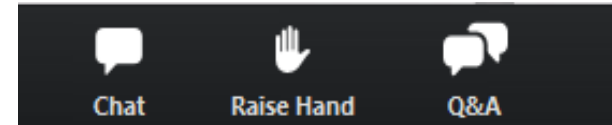
- This event will be recorded for educational or promotional use by the University of California.
- You will be muted throughout to prevent background noise.
- Use the “Chat” for non-question conversations or comments.** Be sure to change the “To” if needed to ensure your Chat is sent to those who you want to send it to.

Options:

“All Panelists” if want to send a Chat only to the speakers

“All Panelists and Attendees” if you’d like everyone to see your Chat message

- Please post your questions** in the **“Q&A.”** Questions will be addressed at the end of the program.



Food Systems Resiliency Webinar Series

UC ANR Strategic Initiatives
joint effort to **reimagine** our
food system



Processing

Production

Accessibility

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Food Systems Resiliency Series objectives:

Tour different parts of the Food System to:

- Improve knowledge and understanding
- Identify and share available existing electronic information (resource kits)
- Identify information gaps

Food Systems Resiliency Webinar Series # 7

Increasing resiliency of farmers'
markets and equitable access to fresh,
local produce

October 8
10 to 11am



Rose Hayden-Smith

Advisor Emeritus UC ANR, Food Historian
and Blogger

Missy Gable

Director, UC Master Gardener Program,
UC ANR



Frida Endinjok

Developed Let's Grow Healthy



Victory Gardens 101

Rose Hayden-Smith, PhD

Emeritus, University of California



Precursors to/impulses driving Victory Garden Movement

Hints: American mythmaking, lived experiences, Progressivism

Kitchen Gardens

Panic of 1893

Potato Patch Farms

School garden movement

City Beautiful movement

Country Life Commission

Increasing urbanization

Immigration

Smith-Lever (Morrill-Hatch continuum)

Professionalization of science

Suffrage movement

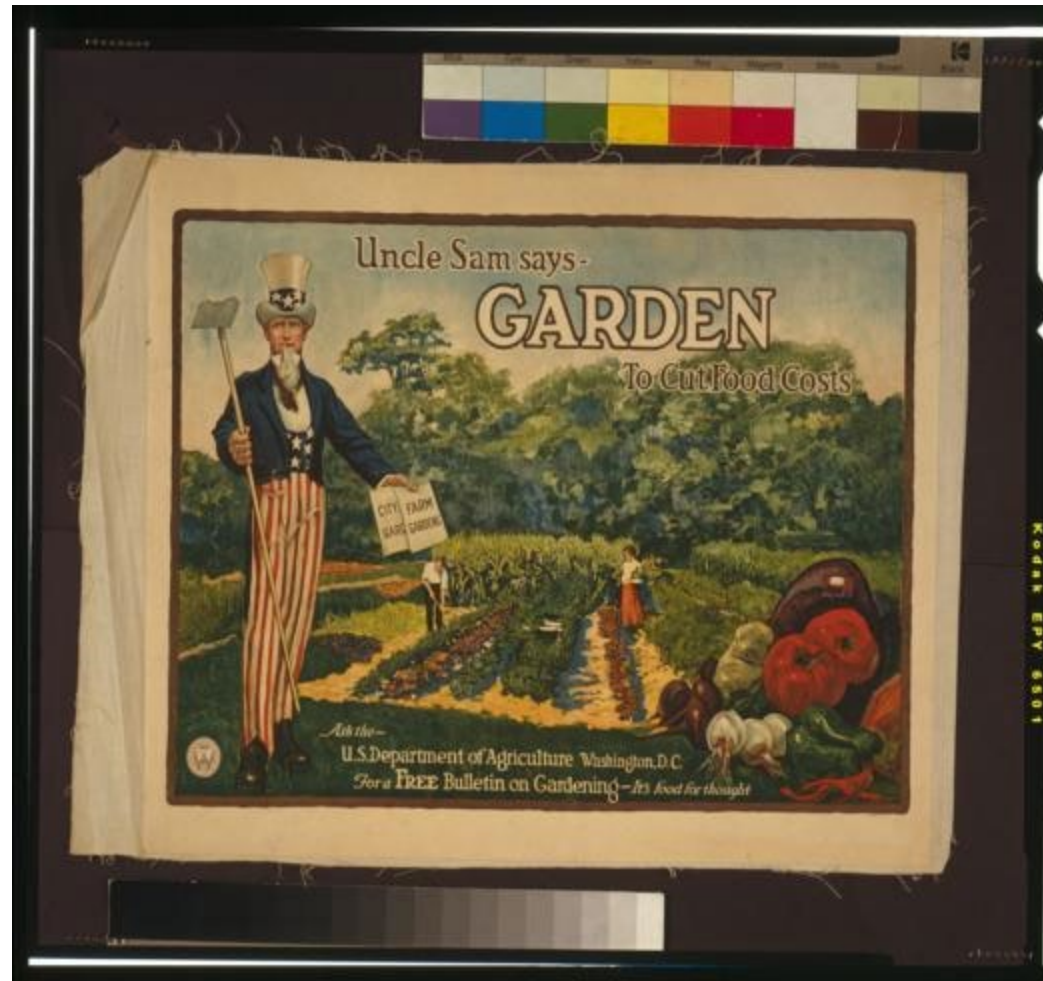


Location of Ag/Gardening in American Culture



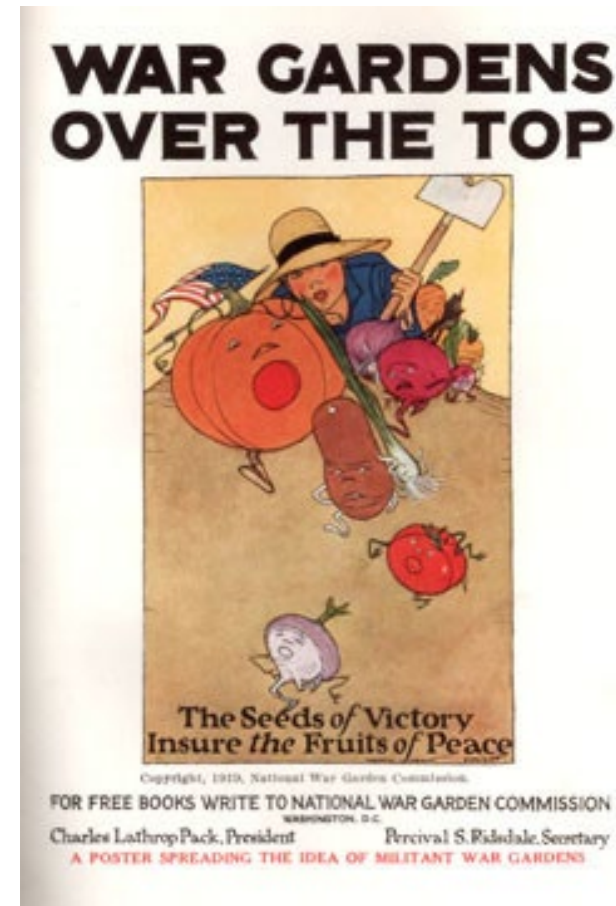
+

WWI – “Food Will Win the War”





National program promotes school, home, community & workplace gardens as **essential to national security...**





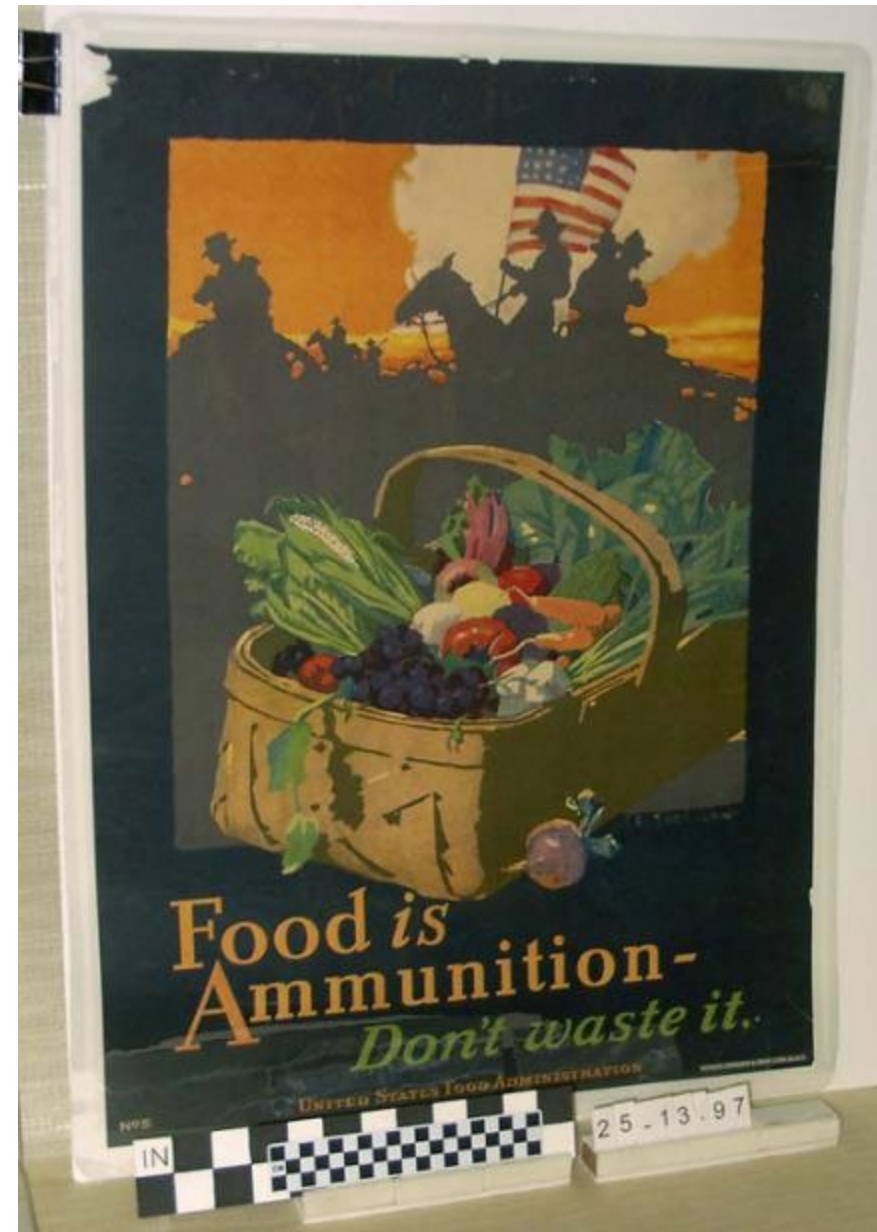
The Goals

Prevent civil unrest

Alleviate ag labor shortages

Feed troops and European allies

Strengthen democracy





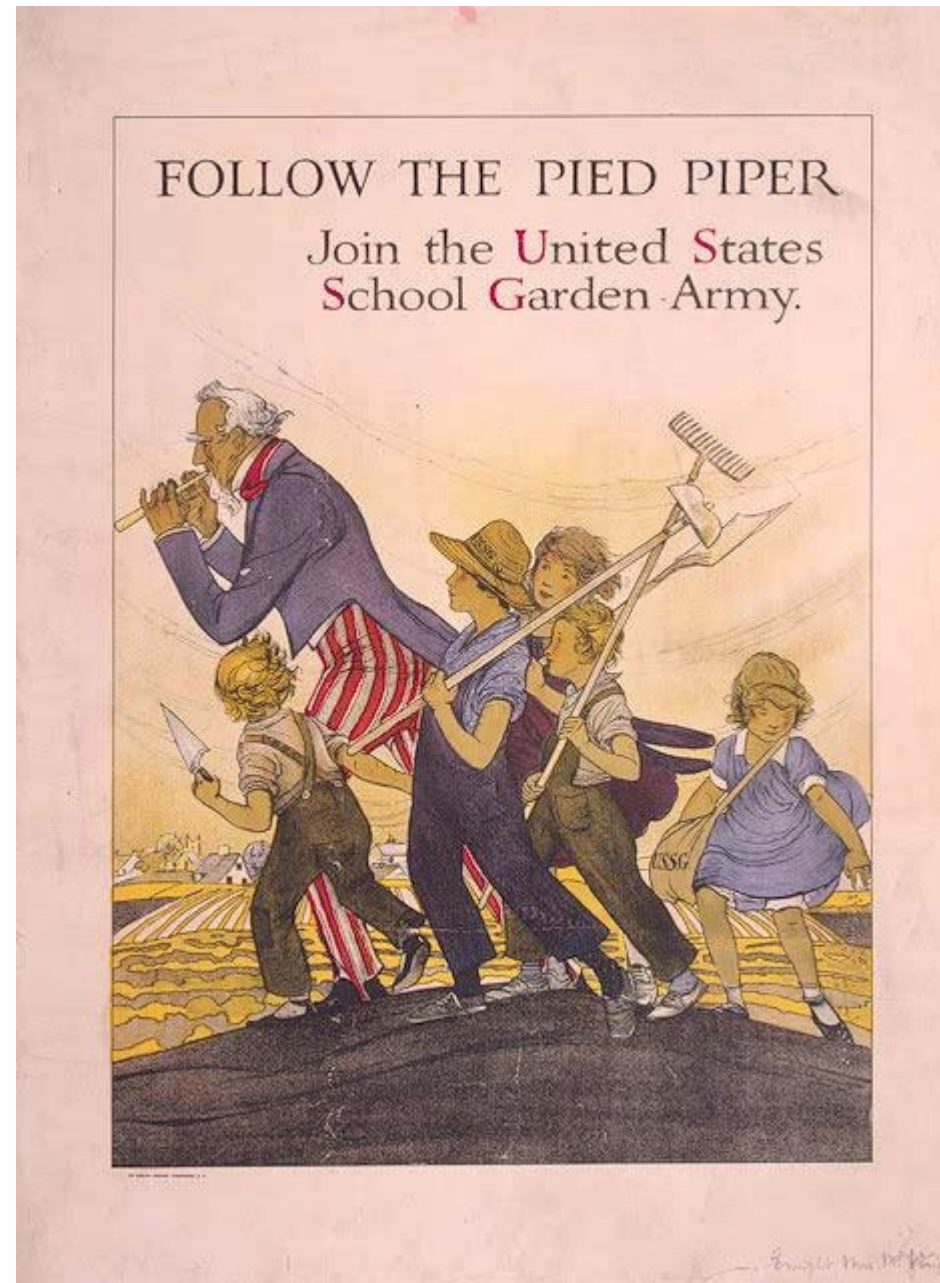
More Goals

Reduce “food mile”

Teach youth about food

Improve nutrition and health

Mobilize citizens



WAR DEPARTMENT

WASHINGTON

NATIONAL WAR GARDEN COMMISSION,
WASHINGTON, D. C.

June 7, 1918.

Dear Sirs:

The War Department finds much satisfaction in the creation of War Gardens at various army camps by the Conservation and Reclamation Division of the Quartermaster General's office. Food production at these camps has been the subject of some concern with the department. The large areas of tillable land within many of the military reservations have been regarded as offering potential food production on a large scale, and I feel that the army is to be congratulated that the utilization of this space has now taken concrete form.

Camp War Gardens will serve more than one useful purpose. The production of food at the mess door is of great importance in that it not only lessens the army's demand on the usual sources of supply but eliminates transportation as well.

To the National War Garden Commission I extend the thanks of the Department for its quick response to the appeal of the Quartermaster General's office for co-operation. Not confining itself to mere compliance with the letter of the request, the Commission entered fully into its spirit. At a time when funds were not available through Government channels the Commission voluntarily provided seed, fertilizers and equipment which made possible the establishment of a War Garden of 300 acres or more at Camp Dix. For this generous contribution and for swift action to overcome the handicap of a late start I take pleasure in making this acknowledgment and in expressing the hope that the Camp Dix War Garden of the National War Garden Commission will prove an unqualified success.

Cordially yours,

(Signed) NEWTON D. BAKER,
Secretary of War.

UNITED STATES FOOD ADMINISTRATION

NATIONAL WAR GARDEN COMMISSION,
Maryland Building,
WASHINGTON, D. C.

Baltimore, Maryland.
September 14, 1918.

Gentlemen:

We wish to express to you our appreciation of your helpfulness in our war garden, canning and drying work in Maryland during the season of 1918. Your book on canning and drying has been of great value, while the canning outfits which you so kindly gave us made it possible for us to establish canning centers throughout the State, with results of far-reaching importance which could not have been otherwise accomplished. We are equally appreciative of your prompt and willing response to our request for the services of one of your trained investigators to assist in our war garden work. Your spirit of prompt and willing service is cordially appreciated.

Yours truly,

(Signed) EDWIN G. BAETJER,
Federal Food Administrator for Maryland.

MAKE YOUR WAR GARDEN A GARDEN OF VICTORY

By CHARLES LATHROP PACK, President
National War Garden Commission

AMERICA'S responsibility for the world's food supply did not stop with the ending of the war. In peace, as in conflict, this country must carry the burden of Europe's food problems. With the advent of peace these problems have become intensified. America is now expected to furnish the solution and this can be done only through the continued application of high pressure food production and unwavering food conservation.

For two years of war the War Gardens of America produced food-stuffs which helped establish the balance of power between starvation and abundance. In the spring of 1918, General Haig declared, "We stand with our backs to the wall." Of that call to the civilized world no phase was more vital than its interpretation and answer in terms of food. During that year the answer was given by the American people with true American spirit. The war gardeners of the United States responded with a vigor which carried the War Gardens over the top to victory. By the addition of more than five hundred million dollars of crop value to this country's food production they made it easier for America to feed her own people and the people of France and Belgium.

The Victory Garden is now as vital as the War Garden. Peace brings new food needs. In reclaiming territory from the enemy France and Belgium have greatly increased the number of their people who must be fed. By restoring these former expatriates to citizenship these countries have also assumed the burden of feeding them. This will mean a vast increase in the demands on America as the source of Europe's food supply in 1919. Europe cannot feed herself during the first year of reconstruction; Russia faced famine conditions in the winter of 1918-1919, and Mr. Hoover says that the world's food shortage will last for another seven years.

The war gardener's responsibility, therefore, did not end with the coming of peace. His War Garden must now be made a Victory Garden in the full sense of the words. It must help solve the problem of feeding people rendered helpless by years of ruthless and terrible war.

The garden crop of 1919 must be even greater than that of 1918, and there must be more canning and drying for winter use. The people of America have a real duty to perform in this respect and the nation counts confidently on full measure of individual response.



WWII Goals

Increase local food production

Mobilize citizens to grow food ... even in cities



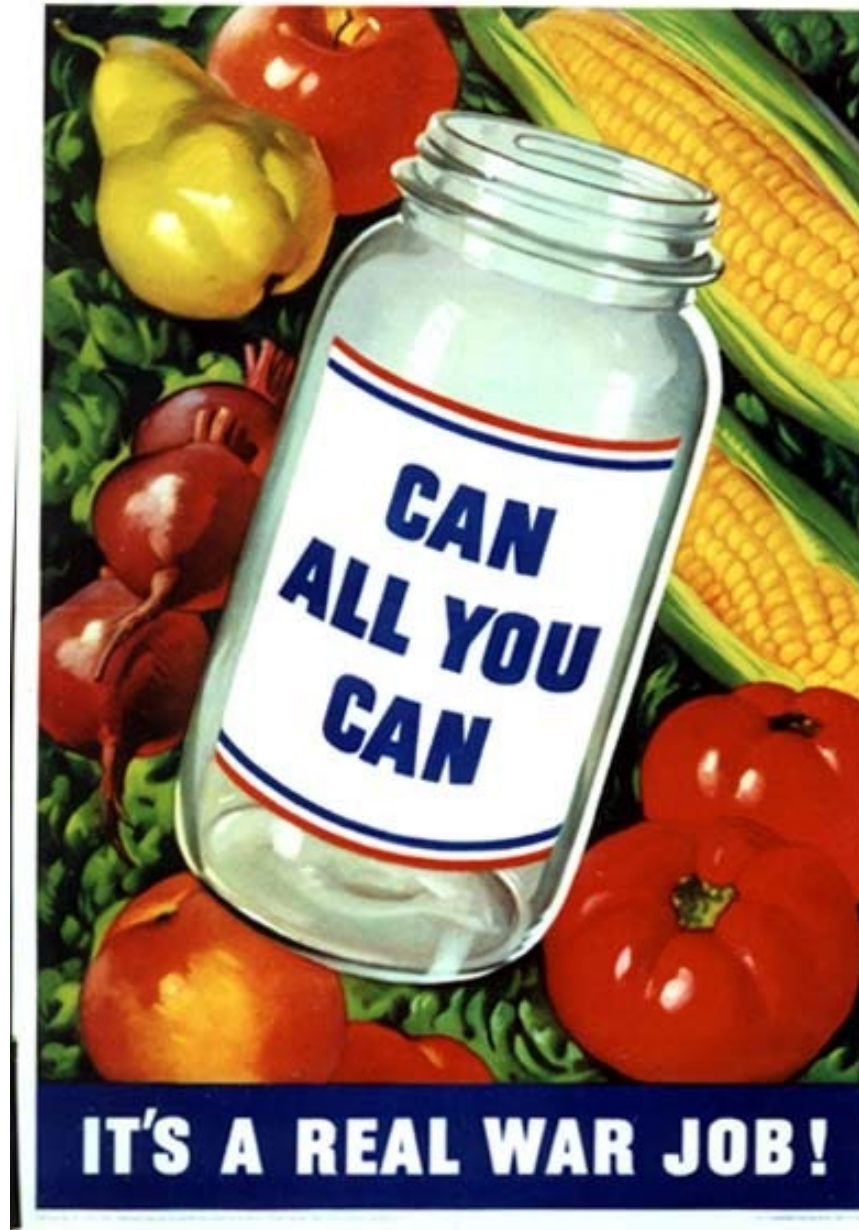


More Goals

Improve health

Encourage storage
and preservation

Reduce food costs





Food Commandments





Gardening “Surges” - also linked to crises (env, econ, educ, health)

- Late 1960s, early 1970s
 - Back to land movement
 - Earth Day and environmental movement
- 2000s
 - School Gardens
 - 2009 – White House Garden (and nutrition, exercise), USDA People’s Garden
 - Obama Years: Surge in supportive and linked efforts (Food Corps, SNAP changes, Know Your Farm, CDFA CFS grants)

2020 - Coronavirus + other drivers



We are the UC Master Gardener Program

Advice to Grow By...Ask Us!



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Mission

To extend research based knowledge and information on home horticulture, pest management, and sustainable landscaping practices to the residents of California.



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Impacts



Sustainable Landscaping



Food Gardening

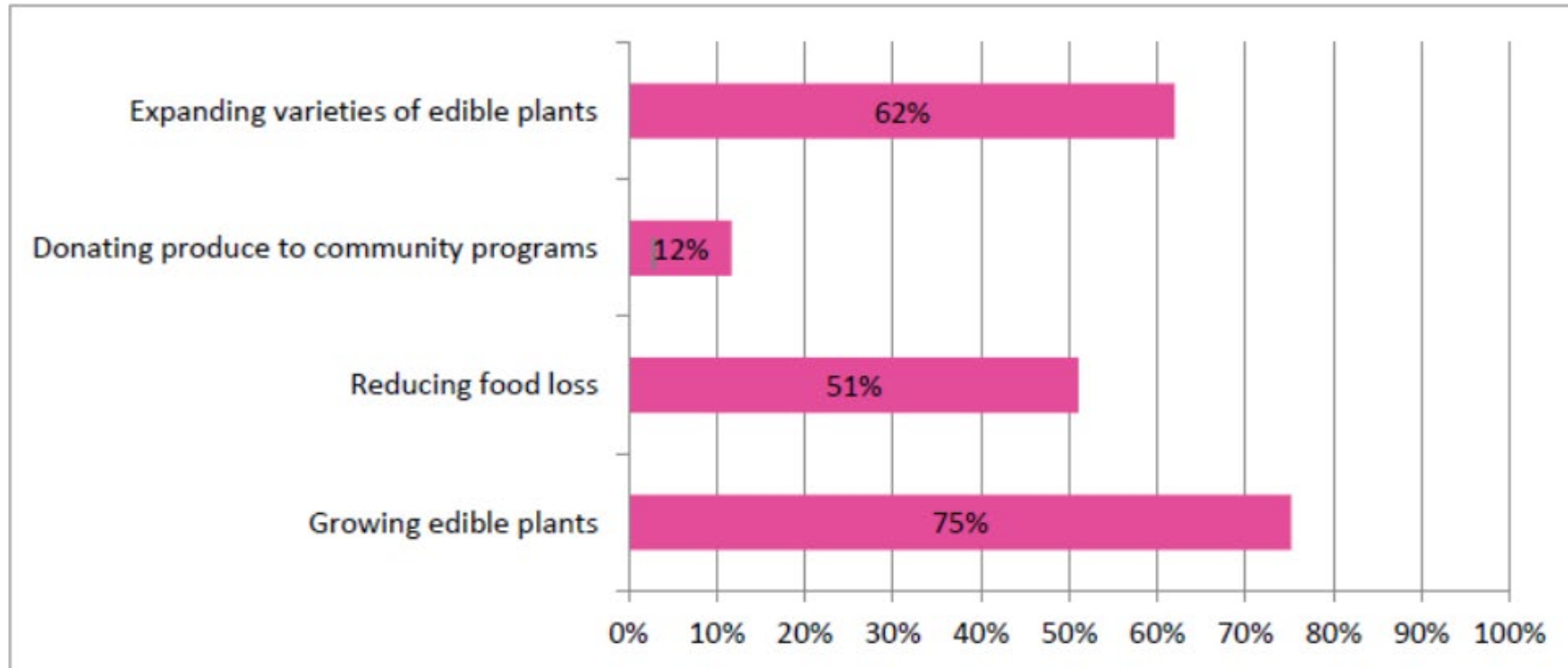


Community Well-Being

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

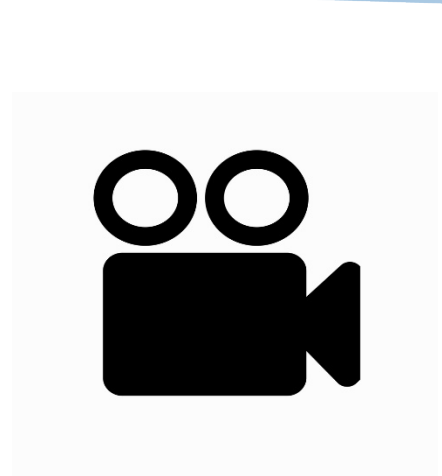
Food Gardening

(% respondents that started/improved practices)





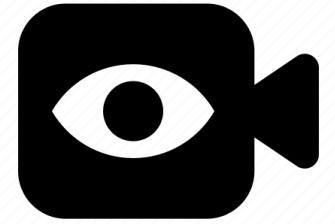
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



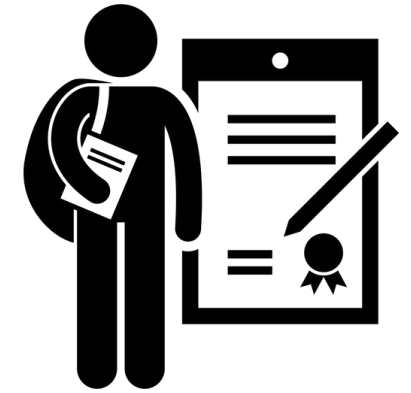
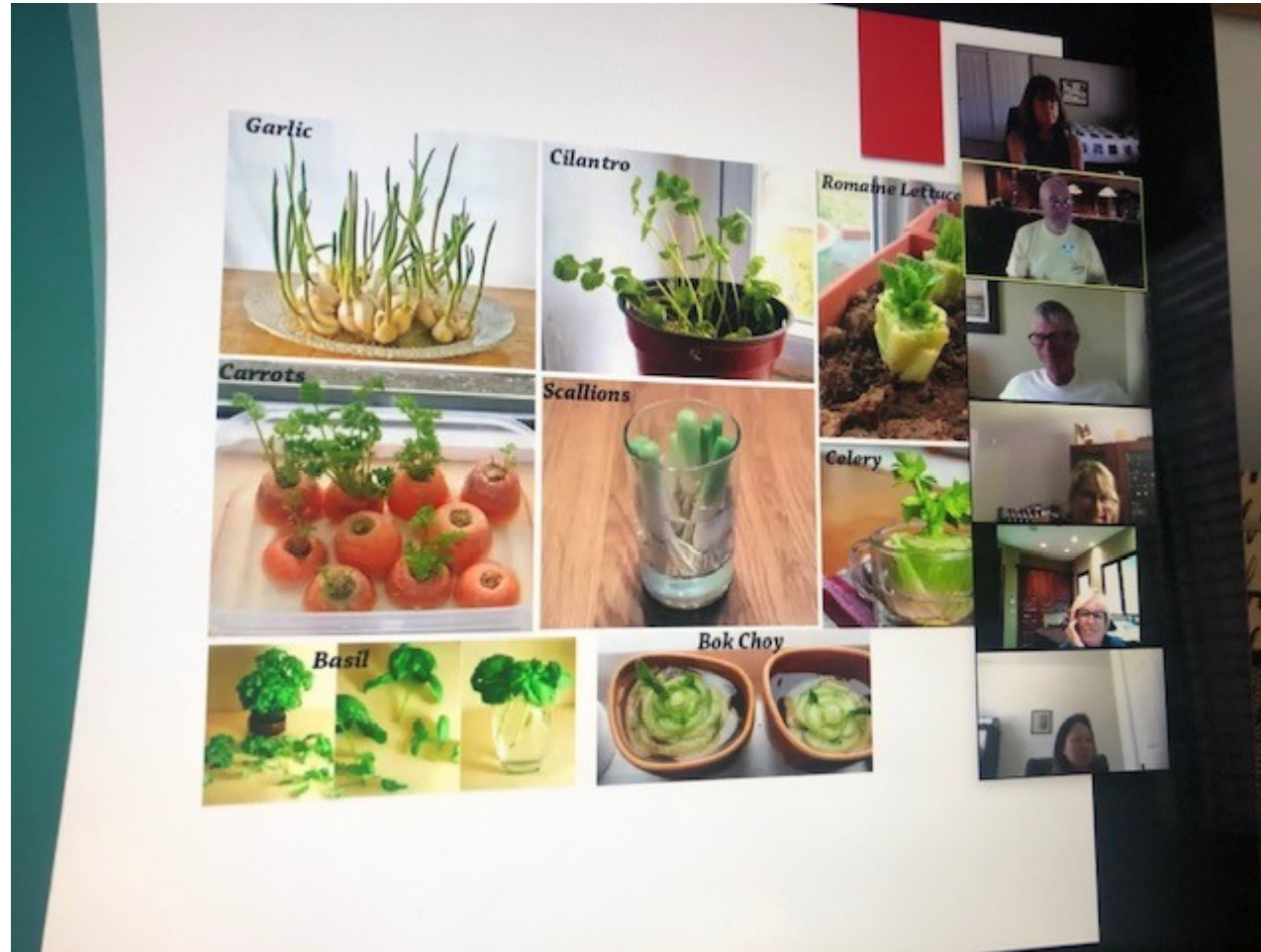
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Connections



mg.ucanr.edu

Select a County



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



Frida Endinjok

Developed Let's Grow Healthy

Polling question

Did the information provided improve your knowledge and understanding of food resiliency systems?

Yes definitely, somewhat, not much, does not apply

Polling question

Were the electronic resources new to you?

Yes definitely, somewhat, not much, does not apply

Polling question

Will you use information from today's webinar with your clientele?

Yes definitely, somewhat, not much, does not apply

What are your thoughts?

Please raise your participant hand--

**What do you think should be different
in our food system to improve
availability and accessibility of food to
all...**

Food Systems Resiliency Webinar Series #7

10 to 11 am

Increasing resiliency of farmers' markets and equitable access to fresh, local produce

Registration at: <https://ucanr.edu/survey/survey.cfm?surveynumber=31797>

Explore how local partnership can increase the resiliency of farmers' markets while improving access to local, fresh produce for low-income patrons. Benefits include: increased access to healthy food choices, local economic development and job creation, increased income for small farmers.

Join Miguel Diaz and Emily Dimond, UC ANR Community Education Specialists, Shelby Wild, Director of Route 1 Farmers Market, and Shannon Klisch Cal Fresh Nutrition Program Supervisor UC ANR

