

Activity 10

“Seasoned” Bake Sale

Goals:

- Draw awareness to issues surrounding and the importance of sustainable food choices
- Educate consumers on the specific criteria affecting the sustainability value of a product
- Introduce key questions to ask when purchasing food

Outcomes:

- A more responsible, informed Dalhousie community consumer
- Reduced environmental and socioeconomic impacts associated with food consumption

Background: Purchasing out-of-season fresh vegetables and fruits often supports the use of pesticides and increased transportation associated with growing and shipping the product. To highlight this issue while informing others of the specific growing seasons of popular products, hold a bake sale on campus featuring in-season produce.

Time: 1-2 hours of preparation; 1-3 hour activity.

Place: A common area on campus. Choose a lobby in the LSC, SUB, Rowe or other buildings on campus

People:

- 2-3 team members to operate the booth.
- Bakers

Materials:

- In-season buying guide. Examples include:
 - Provincial Government’s food chart: <http://www.gov.ns.ca/agri/marketing/recipes/seasons.pdf>
 - Select Nova Scotia’s resource page: <http://www.selectnovascotia.ca>
- In-season fruits and vegetables.
- Information on in-season purchasing to have on hand at the booth (see Option 1 for buying resources).
- Baking ingredients
- Table

- Sterile reused and recyclable packaging for sale items if possible

NOTES:

STEP 1

- Send an email requesting volunteers to bake and prepare the goods, as well as at least two others to operate the booth.
- Determine the time and location based on availability and team input. Ask for input in choosing an on-campus organization or local community group to be the benefactor of the raised funds.

Attach the buying guide and any extra related seasonal produce resources for further information.

STEP 2

- Promote the event using department or residence list-servs, word of mouth, and other sustainable marketing strategies.

Promotion is especially important in a sales activity such as this. Remember to use environmentally sound media when advertising. Online resources, creative posters on recycled newspaper or cardboard, and chalk-graffiti are all viable alternatives to paper products.

STEP 3

- Set-up sale table
- Prepare cash float
- Educate, fundraise, and have fun!

Alert buyers of ingredients for those with specific food preferences or allergies.

STEP 4

- Donate proceeds to identified community group

Follow-Up:

- Consider holding multiple sales in different growing seasons to highlight the availabilities of different fruits and vegetables