SIREN Proposal
UAF Student CSA Share Plan
Submitted by: Nina Schwinghammer (ndschwinghammer@alaska.edu, 907-322-9163) on 2/28/11

Amount Requested

$8800

Proposal Summary

The UAF Student CSA Plan would have the Department of Sustainability and the RISE board act as a conduit for the delivery of Calypso CSA half shares for 25 students over the summer and help to create a payment plan that is better suited to student needs. The premise is that the board would pay the up-front cost for the students allowing for Calypso to have the capital they need and student would pay the RISE board back over the summer. The shares cost $350 each, but as all the money is paid back RISE does not lose any money on the project. There are between 17-19 weeks in the delivery season for Calypso starting with relatively small shares and working up to more veggies than one can possibly eat alone. A student would probably have a reasonably easy time paying $40 every 2 weeks and that would comfortably pay for the veggies. Unless the weather this summer is absolutely terrible then the students should receive a high value of vegetables than the cost. To promote a relationship with their food students would also be required to help Calypso for a total of 2 hours over the duration of the summer, this can be paid off via helping at the veggie drop off point. Staff and faculty will have the opportunity to chose UAF as a pick-up point for shares that they wish to purchase as well, making it further worth Calypso time. I would also urge the board to consider purchasing a share or two to be given as prizes or rewards at various RISE sponsored events (perhaps during Earth Week).

Technical Advisors and Collaborators

Michele Herbert: Michele is the Director of the Office of Sustainability and also a local garden celebrity between her KUAC show and an Agriculture and Horticulture Agent for the Cooperative Extension Service in the Tanana Valley.

Susan Willsrud: Susan is the Farm Director at Calypso Farm and Ecology Center. Her responsibilities as the Farm Director include educational program planning, annual budgeting, program evaluation, farm planning, workshop instruction and CSA operation.

Heather Currey: Heather is currently the Chair of the RISE Board and Co-President of the Sustainable Campus Task Force, while she has no direct experience in these matters she has been trying to get summer vegetables to students for two years now, and hopes that co-writing this proposal will finally provide a solution that proves successful. She will be happy to be a project leader on this project or to relinquish that honor to a more expert individual.

Budget Detail

Services:
Calypso Farm Economy Shares $350/unit X 25 units=$8750

Equipment:
Posters $50

Total: $8800
Budget Justification

The number of units was decided upon based on the number required for it to be economical for Calypso to create a delivery drop point (20 units) as well as expected interest. If there are less than 25 students interested then staff and faculty will be given the opportunity to fill up the relaxed payment plan. If more students would like to use the payment plan system a further petition to the board will be made, however students, staff and faculty wishing to pay the full upfront cost for economy or family shares will not be denied. The advertising costs are based on an estimate from Kinko’s and will produce 300 half sheet, full color advertisements.

Project Value

The number of units was decided upon based on the number required for it to be economical for Calypso to create a delivery drop point (20 units) as well as expected interest. If there are less than 25 students interested then staff and faculty will be given the opportunity to fill up the relaxed payment plan. If more students would like to use the payment plan system a further petition to the board will be made, however students, staff and faculty wishing to pay the full upfront cost for economy or family shares will not be denied. The advertising costs are based on an estimate from Kinko’s and will produce 300 half sheet, full color advertisements.

Implementation Plan

A Google Docs form will be created for the purpose of signing up and will be advertised as soon as approval is declared, via both a mass UAF email and via tabling events until May 1st, which will be the deadline for signing up for a share. After the deadline is past, the food systems student worker will handle the money transaction between the RISE fund and Calypso and the shares will begin to be dropped off at the designated drop off sights. Students will automatically be enrolled to receive any newsletters that Calypso would generally send to its share holders. Students using the pay plan will be responsible for paying back the fund on a bi-monthly basis. If possible a way to ensure that students will pay back the full cost may need to be established, perhaps a hold on a students UAF account. Training and volunteer time will be worked out directly between Calypso and the Students as well as any others choosing to use UAF as a drop point. Additional add-ons to this program might include locavore potlucks and cooking lessons, depending on the interest of the Dept. of Sustainability.

Qualifications & Experience

Nina Schwinghammer- I am the RISE Board employee in charge of sustainable food system development at UAF and a Geography Major. While she is an excellent resource on the development of food systems she will not be available this summer for program development, but can recommend further contacts for project completion.

Group/Department

Sustainable Campus Task Force

Sustainability Area

Food Systems

Supporting Documentation (if provided) follows: