

Project Description *

Please provide a description of your project. Please include information on the need your project fills and how it does so. Include objectives, an anticipated timeline, and expected impact(s). Responses are limited to 3,000 characters including spaces.

Statistically, an estimated one third of food produced for consumption is wasted globally each year. In the United States, the proportion of wasted food ranges from 30 to 40 percent, resulting in well over a hundred billion pounds of materials sent to landfills and over \$160 billion in correlated economic loss. Concurrent with this level of waste is rampant food insecurity, with approximately 795 million people globally and 14.3 million people in the United States unable to obtain a sufficient amount of quality, nutritious food. In an effort to combat both issues, food recovery efforts have developed at both local and national levels, working against food waste and developing connections between sources of surplus food and people in need.

Students for Sustainability (SFS) takes part in the practice of food recovery through a partnership with Market on the Move (MOM), a nonprofit organization created by The 3000 Club in 2010. Market on the Move sells 60 pounds of produce at a price of 10 dollars, with the goal of that purchased produce being made available to people who need it . A majority of Market on the Move's produce comes from Mexico, gleaned from produce brokers rather than supermarkets, which is more common for most food rescue programs. The program accepts and transports the overstocked, misshapen, imperfect, or out of demand produce and products that brokers send to the landfill in order to maintain space in their warehouses. The produce is then sorted, sold, and distributed across different venues in Tucson and in Phoenix— one small scale venue being the weekly farmer's market at the University of Arizona. In the campus division of Market on the Move, students can fill a bag with the available produce each week for 5 dollars or fill a box for 10 dollars.

Nearly 94,000 Tucson residents live in a food desert and many of them attend the University of Arizona. The nearest grocery store is over a mile away from campus, making it a food desert. It is difficult for students to buy fresh produce if they do not have access to transportation, so Market on the Move would be a good resource for them.

At some point in their academic career, about 1 in 3 students experience food insecurity and Market on the Move aims to help reduce the number of students experiencing food insecurity by providing affordable produce on campus and donating it to Campus Pantry. Food insecurity is not the same for all students. It might be a lack of transportation, a lack of financial means, or just a lack of nutritious foods. Our project is able to help fight food insecurity on campus by providing affordable and nutritious produce at a convenient location.

Project Summary Snapshot *

Please provide a short summary of your project. This summary will be used on our new website and other Office of Sustainability materials, if approved. Think of this as a hyper-concentrated summary limited to just a few sentences. Responses are limited to 800 characters (~60-100 words).

The goal of M.O.M. is to provide inexpensive and convenient produce for college students and help fight food insecurity. We will set up a weekly tent on the mall where students can purchase a box or bag of produce with cash, and 10% of the proceeds will go to Campus Pantry. We hope to be able to have materials to not only be able to run the Market on the Move, but also market and spread the word.

Project Feasibility & Logistics *

Please provide a description of the work that has been completed so far to make this project feasible. Have all relevant partners been contacted/coordinated with? Please identify them in your response. Have you received reasonable quotes for supplies? What research has been completed to lay the foundation for this project? Proposals that have not thoroughly pre-planned may be rejected outright. Responses are limited to 3,000 characters including spaces.

Building on our partnership with Market on the Move in previous years, we reconnected with the Director of Operations for the Tucson Warehouse to bring the market back on campus. Meeting with her to discuss logistics, we identified a few supply needs in order to facilitate the smooth sale of produce on campus. M.O.M will have a truck deliver food onto the Mall, and the remaining food then goes to Campus Pantry. After checking current SFS inventory, we are seeking funding for a new banner to more clearly identify our stand, a chalkboard to facilitate traffic towards the tent, a utility cart to transport excess foods to Campus Pantry, and flyers to spread the word about accessible produce on campus and educate about food waste and insecurity. All items on the budget have been researched and quotes were based on ideal vendors for purchase.

Environmental Sustainability Outcomes *

Please provide a brief description of how you expect your project to advance environmental sustainability on campus. Responses are limited to 3,000 characters including spaces. A definition of environmental sustainability is provided in our Spring 2022 Information.

The Market on the Move program would undoubtedly have a positive impact on the environment. According to feedingamerica.org, America wastes over 108 billion pounds of food each year, which equates to almost \$161 billion dollars of product. Grocery stores play a large part in this, as food that is past it's "sell by date," while still edible, is thrown out prematurely. By diverting this food to Market on the Move, we are giving the food another opportunity to be sold and eaten rather than wasted, and at the same time giving students easy and cheap access to the healthy foods they need to survive and thrive. Food waste is a large problem both at home and abroad, but by promoting projects like Market on the Move, we can decrease the amount of waste needlessly produced and do our part to help save the planet from the crisis of over pollution.

Social Sustainability Outcomes *

Please provide a brief description of how you expect your project to advance social sustainability on campus. Responses are limited to 3,000 characters including spaces. A definition of social sustainability is provided in our Spring 2022 Information.

M.O.M. has the ability to be a key player in social sustainability on our campus. Food insecurity is a common occurrence among many students due to financial difficulties. Access to fresh and healthy food becomes a matter of income and social inequity. M.O.M. can close this economic and health divide by providing fresh produce at low prices to low income students. Our goal is to eliminate the privileges associated with clean and healthy eating. Many students with tight budgets find themselves purchasing unhealthy meals over higher priced fresh produce. By having an accessible resource on campus that can meet the needs of these students, we can promote better eating and healthier lifestyles among the entire student body without breaking the bank. This will especially be beneficial to racial and ethnic communities disproportionately affected by economic disparities and those who live in food deserts. Removing these obstacles can help build a better and healthier community for all.

Student Leadership & Involvement *

Please provide a brief description of how you expect your project to benefit students on campus regarding the creation of leadership opportunities or student engagement. What leadership opportunities exist within your proposal? If you plan to hire/ or involve students, please describe in what capacity. For example, if you plan to hire students, create an internship, or seek student involvement, please describe relevant details thoroughly (wages, responsibilities, duration of job, extent of involvement, how you will solicit/ market these opportunities etc.). Responses are limited to 3,000 characters including spaces.

This project will benefit students on campus by making healthy produce affordable and accessible to students. All students will be able to get involved with this project by purchasing produce at the weekly market on campus. The leadership roles that exist within this proposal are for the members of the M.O.M. subcommittee of the Food and Health committee of the SFS. These students will be responsible for selling produce at the weekly market, as well as communicating and collaborating with the local produce providers for food and supply drop off and pick up. This project will also involve the student workers of the Campus Pantry organization, as 10% of the profit earned at this weekly market will be donated there. By providing students with a healthy and affordable food option with the weekly produce market, this project will help to battle food insecurity on campus, as well as provide students with more healthy eating options, as they are limited on the University of Arizona campus.

Education, Outreach, & Behavior Change *

Please provide a brief description of how you expect your project will communicate its impacts to the campus community. How will your project educate the campus community and/or incorporate outreach and behavior change? How are you reaching beyond the "sustainability choir?". Responses are limited to 3,000 characters including spaces.

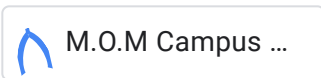
Communicating the impacts of Market on the Move will be very important if we want a successful outcome. Through social media, our project, Market on the Move, has already started developing an audience on Instagram to inform U of A students and the campus community about our goals, expectations, and mission to support not only the students on campus but the environment as well. Through this platform, we will educate the campus community about the positive outcomes that derive from our project including a decrease in food waste and increase in healthier and cheaper meals for students on campus. For those not following @uasfs on Instagram, there will be regularly updated flyers posted all throughout campus to give dates and times of our event, updates on our progress, and the numerous benefits of Market on the Move.

Timeline

We understand that for some Mini Grant projects, having a deadline of June 30th, 2022 is not enough time. Should you feel that your project cannot be completed and closed out by this date, please provide a thorough explanation as to why your project requires a project timeline extension. Timeline extensions will be granted on a case-by-case and limited basis. Responses are limited to 3,000 characters including spaces.

Project Budget *

Please provide a completed project budget using our Budget Template: X. Using the link, click "File" > "Download" > "Microsoft Excel."



This form was created inside of University of Arizona.

