

HOW-TO GUIDE

November 2009

FOCUS = FAIR

To prepare, check out the following information on the SFA web site

(<http://www.sfalliance.org/FSCresources.html>):

- ✓ *SFA letter to corporations*
- ✓ *Food service campaign analysis*
- ✓ *Farmworker figures and facts*
- ✓ *Slavery in fields and the food we eat*
- ✓ *Dine with Dignity half-page outreach flyer*
- ✓ *Dine with Dignity campaign flyer*

Dine with Dignity

Shared by Student/Farmworker Alliance and Slow Food USA

About

Schedule a time to discuss the Student/Farmworker Alliance (SFA)'s *Dine with Dignity* campaign with your campus dining services director. Use this time to voice student disapproval of campus dining contracts that unjustly treat farmworkers. Come prepared to provide alternatives that push for healthy change. For suggestions about meeting with dining services reference the Slow Food on Campus How-To Guide: Converse with Dining Services.

How-To

1. *Brainstorm.* Host a meeting to develop convincing tactics and materials that will help articulate your argument. Contact SFA at organize@sfalliance.org for a packet to prepare for the meeting.
2. *Prepare your argument.* It's important to know the arguments and rhetoric food service providers use before speaking with campus dining service providers. Do your research, draft your argument, and create a list of hard facts you can provide during the meeting. Preparation will make your argument more convincing.
3. *Publicize the meeting.* The campus community should be aware of the discussion you will be having with dining services. Publicity will provide a support system, help raise on-campus awareness, and create needed pressure to guide the conversation in a fruitful direction.
4. *Prepare for the meeting.* Think strategically about who will present *Dine with Dignity*, how your group will express concerns, and what agreements you want to work with dining services to meet by the end of the year.
5. *State your concerns.* The *Dine with Dignity* campaign focuses on getting one penny per pound paid directly to workers, establishing a code of conduct, and creating a dialogue that includes farmworker voices. Outline these issues, and be prepared to elaborate and discuss each one.
6. *Follow up with a thank you.* After the meeting, check-in with your contact in dining services to ensure follow through after the meeting. Send a thank you letter to let them know how much you appreciate their support.
7. *Send a letter and photos* to corporate headquarters to supplement your conversation with your campus dining services. This will help bring an even greater awareness to your cause, and increase national support for the *Dine with Dignity* campaign.



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Rally

Shared by Student/Farmworker Alliance and Slow Food USA

About

Holding a rally can be an effective way to show your commitment to the *Dine with Dignity* campaign, increase on-campus solidarity, and attract media attention to the cause.

How-To

Remember:

- ✓ *Remind participants of date, time and location*
- ✓ *Teamwork*
- ✓ *Stay warm*
- ✓ *Bring water*
- ✓ *Take photos*

1. *Set a time and date.* To help organize your event, and ensure that you give yourself enough time to plan, pick a time and date and stick to it.
2. *Consider your message.* Think about how you want to state your message. Consider the rally's location. Do you want to obstruct a path and forcefully grab the public's attention, or would you prefer to offer information and/or a performance?
3. *Power by numbers.* Numbers speak for themselves. One hundred people standing in front of your local Publix or Kroger will make a greater visual impact to customers passing by as opposed to ten people just standing outside. Remember, think big!
4. *Be creative.* The world is a stage, and this is the time to put on your best performance. Consider having everyone dress up as tomatoes, or have participants dress in red. Or, think of a catchy slogan for your march. Add creative, eye-catching posters. Don't forget to chant loudly. However you decide to play out your rally, remember to think about how to engage the public and their curiosity.
5. *Invite local press to cover the rally.* You want to make sure to get as much attention as possible. This will ensure that people who weren't there still hear and learn about your lively antics, and consequently about your cause.



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Checklist:

- ✓ *Decorate the space*
- ✓ *Set-up specific seating arrangement*
- ✓ *Dress rehearse with the emcee before the event*
- ✓ *Check-in with everyone*
- ✓ *Maintain high energy throughout the night*
- ✓ *Donate the funds raised*

For more basic logistics of planning an event, check out the Slow Food on Campus How-To Guide.

Host a Trading Places Dinner

Shared by Student/Farmworker Alliance and Slow Food USA

About

A Trading Places Dinner encourages people to step outside their comfort zone to see their environment from a new perspective. The dinner should also generate greater understanding and dialogue about the current inequalities in the food system.

Trading Places Dinners should host a set number of people with guests paying for their meal ahead of time. At the event, attendees draw a color-coded ticket, assigning 70% as 'consumers', 25% as 'farmworkers', and 5% as 'corporate executives'. Participants are then seated, according to their ticket, at tables designed to replicate their respective role's environment. Later each group is served a meal that underscores the vast disparities that exist between each.

How-To

1. *Organize a committee.* Involve your campus community by inviting students, staff, and faculty to help plan. Get people involved to gain greater participation, while also guaranteeing more help during the event.
2. *Delegate.* Assign particular members of the committee with specific responsibilities. Remember: food, invitations, a venue, color-coded tickets, a seating plan, an emcee, and a script for the evening.
3. *Devise a plan.* Once a date and space are secured, think about seating and food. Consider what statement seating farmworkers on the floor makes. Contrast that by having executives seated at fine-dining tables. The same juxtaposition can be stressed with the meal you serve. These visual cues should help parallel the social inequalities you're trying to stress during the meal and will prove thought provoking for attendees.
4. *Select an emcee.* All eyes will be on this person so choose an articulate and energetic person. Pick someone who can embody different roles because they will be the night's informant, mediator, and most visible personality.
5. *Prepping your meal.* This is the moment where the difference in how each group is treated becomes very tangible and a powerful asset. Use the meal to underscore the differences in roles and to create a clear sense of injustice. Everyone paid the same amount for the meal, so when a 'farmworker' gets only rice and water; while the 'consumer' eats rice, vegetables, and juice; and the 'corporate executives' dine on rice, two sides of veggies and a protein (or whatever foods you select), you'll be sure to strike a nerve.
6. *Prepare a script.* Brainstorm and research the points that must be addressed. Prepare a script for your emcee beforehand, be sure to introduce the event and explain why everyone is there.
7. *Ending discussion and reflection.* Give the audience time to reflect on the meal, and what they have learned. Allow time to digest thoughts, as this is a crucial time for winning support for the cause.

