APPENDIX A

Common Reading Schedule of Events for AY 2009/10
Michael Pollan’s *The Omnivore’s Dilemma: A Natural History of Four Meals*

Items in bold were sponsored by the CR Committee; see also commonreading.wsu.edu

The Omnivore’s Dilemma: Resources @ the WSU Libraries
http://www.systems.wsu.edu/bin/libdocs/subject/FF_OmnivoresDilemma_Guide.pdf

See also the CAHNRS website: http://academics.cahnrs.wsu.edu/common-reading for additional resources and links.

**August: Introduction to Research**

**Tuesday, Aug 25: screening of *King Corn*, 7-9 pm, Todd Aud**  (Attendance of 400)
This film presents many of the same ideas as the corn section of Pollan’s book. We’ll be highlighting the two documentary filmmakers, who were recent graduates of Yale when they made the film, as a way of advocating undergraduate research opportunities. The film will be followed by a short presentation by Dave Bahr (Director of Undergraduate Research) and two of his undergraduate researchers about research opportunities at WSU.

Terrell Atrium exhibit on William Jasper Spillman, WSU faculty member from the early 20th century who was a major figure in modern agriculture: focus on using sources. This will be up until mid September.

http://www.wsulibs.wsu.edu/rssapp/rssviewer.aspx?Story=1160

**September: Health and Wellness**

Monday, Sept 14, 12:10-1:15, CUE 318: Eric Zakarison, local producer, presentation on “The Best of Both Worlds: Integrating Conventional and Organic Agriculture.” Part of AFS 101 course, but open to the public; discussion will follow.

Tuesday, Sept 15, 7pm, CUE 203: Faculty CR lecture by Shelley McGuire (Nutrition) and Annie Roe (Res Hall dietician), on nutrition basics and tools for making good choices. (Attendance of 41)
How do you separate fact from fiction when reading or hearing something about nutrition? What is a nutrient anyway? Or a calorie? What makes a food “organic”? This presentation will teach you some nutrition basics and what resources are available to WSU students to get their facts straight.

Wednesday, Sept 15, noon on CUB Mall: Under the Big Tent
The Locavore’s Dilemma: Eating Locally—Does It Matter?

Thursday, Sept 17, 4-6 pm, lawn in front of Hulbert Hall: CAHNRS Fall Festival
Free food, exhibits, music, and information on programs and student groups associated with CAHNRS including the full spectrum of conventional to organic agriculture. This year’s festival will be focused around issues raised in the common reading.

Monday, Sept 21, 12:10-1:15, CUE 318: Barry Swanson (Director, Bi-State School of Food Science), presentation on “The Benefits and Problems of Processed Foods.” Part of AFS 101, open to the public; discussion to follow.

Monday, Sept 28, 12:10-1:15, CUE 318: Derek McLean (Animal Sciences) presentation on “From Pen or Field to Plate: An Overview of Livestock Production.” Part of AFS 101 course, open to public; discussion will follow.
Tuesday, Sept 29, 7 pm, CUE 203: Faculty lecture by Tim Freson (Health and Wellness) on “Food: Use, Abuse, and Control.” (Attendance of 102)

Food often exerts considerable control over our lives. What are the choices we make and why do we make them? This lecture will address the neurological and societal influences on our food decisions, including a continuum of food issues from anorexia, eating disorders, body dysmorphia, and obesity.

Related initiatives to highlight: Dine with Dietician program every Tues and Thus 5:30-6:30 pm in the dining halls with topics this month on Using Dining Service Tools, Eating Fruits and Veggies, and the Benefits of Eating Whole Grains.

October: Cultural and Historical Perspectives on Food and Agriculture
Thursday, Oct 1, 5:30 pm, Stephenson Downunder: Bert Bartleson on Food Safety Issues. Part of the Stephenson Complex STEM lecture series, open to the public. As a food safety expert, Bert was involved in the 1993 Jack in the Box salmonella trials. After working for the Washington State Department of Health, he formed his own company, Bartleson Food Safety Consultants, Inc. He will discuss careers in food safety.

Monday, Oct 5, 12:10-1:15, CUE 318: Jude Capper (Animal Sciences) presentation on “Managing Dairies to Reduce the Carbon Footprint.” Part of AFS 101 course, open to public; discussion will follow.

Monday, Oct 12, 12:10-1:15, CUE 318: Gary Wegner (Clean by Design CIRCUL8 Systems) presentation on “The Value of Poop: Turning Dairy Waste into Windfalls.” Part of AFS 101 course, open to public; discussion to follow.

Tuesday, October 13, 7 pm, CUE 203: Josiah Pinkham, Nez Perce Tribal Ethnographer: “Native Food Traditions on the Palouse.” (Attendance of 116)
The presentation will present native food traditions of the first people on the Palouse. What was this landscape like before it was covered in wheat? What plants and animals were part of the Nez Perce diet, and how were they integrated into native traditions and life? How does this information lend a new perspective to The Omnivore’s Dilemma? Mr. Pinkham will bring material objects as well as his experience and research to share.

Monday Oct 19, 12:10-1:15, CUE 318: Jay Brunner (Entomology) presentation on “Good Bug, Bad Bug: Pesticide Alternatives in Tree Fruit Production and Management.” Part of AFS 101 course, open to public; discussion to follow.

Tuesday, Oct 20, 7 pm, Vogel Plant BioSciences Building, room 31: Palouse Mycological Association program on edible fall mushrooms. Presentation will include a dvd about mushrooms, an array of recently collected mushrooms, and experts to answer questions and help make identifications.

Monday, Oct 26, 12:10-1:15, CUE 318: Jim McFerson and Jim Doornink (WA Tree Fruit Commission) and Amit Dhingra (Horticulture and Landscape Agriculture) presentation on “The Key to Sustainable Success in Tree Fruit Production? Science.” Part of AFS 101, open to the public; discussion will follow.

Tuesday, October 27, 7 pm, CUE 203: Melissa Goodman-Elgar (Anthropology) “Maize in the Ancient Americas: Beer, Bread, Ceremony.” (Attendance of 310)
The contemporary use of corn in North America described in Omnivore’s Dilemma is far from the origin or traditional uses of maize. In indigenous societies, maize was sometimes eaten fresh on the cob, as we do today, but mostly dried and ground for preparation into a great diversity of dishes. All cultures that used
maize developed specific dishes based on the color, shape and texture of kernels. Growing and using maize was also deeply embedded in indigenous religions and spiritual practices. This discussion will highlight some of the many indigenous uses of maize with examples from the Hopi, the Inka and other Native groups form the Americas.

Related programs to highlight: UI Powwow, plant food trips (mycology club, native plants), lists and links on website to related WSU researchers and articles

**November: Global Food Issues**

Monday, Nov 2, 12:10-1:15, CUE 318: Brad Jaekel (WSU Organic Farm) presentation on “Organic Agriculture and CSAs: A Growing Alternative.” Part of AFS 101, open to the public; discussion will follow.

Monday, Nov 9, 12:10-1:15, CUE 318: Jim Moore and Joe Roach (WA Wheat Producers) and Kevin Murphy (Crop and Soil Sciences) presentation on “Growing Wheat Without Water.” Part of AFS 101, open to the public; discussion to follow.

**Nov 15-18, Ensminger Pavillion: YMCA Hunger Banquets** (Attendance of approximately 1000 over 5 events)

This event will allow students to experience firsthand the allotment of global food resources. Advance purchase of tickets (under $5) will be available. To accommodate Freshman Focus students who want to attend, priority registration will be given to halls for four of the banquets, but seats will likely also be open for general participation at each banquet as well as at the final banquet.

- Sunday, Nov 15, 4 pm: Gannon/Goldsworthy and Hill Halls (except Stimson)
- Sunday, Nov 15, 7 pm: Stephenson South, Scott-Coman, Olympia, and Rogers
- Monday, Nov 16, 6:30 pm: Stephenson East and Streit-Perham
- Tuesday, Nov 17, 6:30 pm: Stephenson North, Regents, and Stimson
- Wednesday, Nov 18, 6:30 pm: General admission

Monday, Nov 16, 12:10-1:15, CUE 318: John Ascheilman and Fred Fleming (local wheat producers and Food Alliance members) presentation on “Local Is as Local Does: The Shepherd’s Grain Story.” Part of AFS 101, open to the public; discussion to follow.

Friday, Nov 20, 3 pm, Vogel Plant Bioscience Atrium: “A Conversation with Wilcox Family Farms”

Since 1909 four generations have lived and worked at the farm’s main location near Tacoma, WA. Today, Wilcox Family Farms is one of the leading egg producers in the country and a leader in organic agriculture. Their story is one of challenge and triumph, innovation and hard work. Refreshments will be served.

Monday, Nov 30, 12:10-1:15, CUE 318: Phil Hinrichs (Hinrichs Trading Company) presentation on “It Really Is a Small World: Competing in the Global Marketplace.” Part of AFS 101, open to public; discussion will follow.

**December: Global Perspectives on Food**

Tuesday, Dec 1, 7 pm, CUE 203: Ralph Coolman (WSU International Programs) on “From Dilemma to Paradox: The Omnivore in a Global Context.” (Attendance of 50)

Our university’s tagline is “because the world needs big ideas.” How do the ideas developed at WSU work reach the world? And what impact does it have on the food supply in other nations? This lecture will present information about WSU’s international research and development and how it is making a
difference in the lives of people across the globe. Information on WSU's Study Abroad programs will also be available.

Wednesday, Dec 2, 12:10, Todd 130: Jim Simpson on “China’s Ability to Feed Itself in the Long-Term: Myths and Realities”
Simpson, an expert on China, will present at 30-minute slide show followed by 15 minutes and Q & A on food issues in contemporary China. CR stamp available.

Thursday, Dec 3, 11-2, CUB Senior Ballroom: GenEd 104 Research Poster Exposition
This semester approximately 360 freshmen in GenEd 104, Pathways to Academic Success Seminar, have done library research projects on topics related to The Omnivore’s Dilemma. In this exposition, student groups will be sharing their findings through poster presentations.

Monday, Dec 7, 12:10-1:15, CUE 318: Dan Bernardo (CAHNRS Dean) presentation on “The Bottom Line: How Does It All Add Up?” Part of AFS 101, open to public; discussion to follow.

January: Food Safety and Regulation
January 11-15: Library exhibit of Hunger Banquet reflections and paper chain of participant commitments

Wednesday, January 13: Author Michael Pollan’s campus visit.
3 pm: Pollan Question and Answer session with students, CUB Auditorium. (Attendance of approximately 50)
All WSU students welcome, as well as faculty who have or are using the book this academic year.

4:30 pm: CAHNRS panel “Feeding the World: A Washington Agriculture Community Conversation,” Ensminger Pavillion. (Attendance of approximately 400)
This panel, designed to complement Pollan’s campus visit, will feature a panel of agricultural representatives from throughout the state to talk about the challenges the industry faces to “feed the world and power the planet” in the 21st Century. Come enjoy free refreshments, ask your questions, and listen to a wide range of ideas and perspectives that reflect all aspects of Washington agriculture.

7 pm: Pollan Public lecture, Beasley Coliseum, on “The Sun Food Agenda” (Attendance of approximately 3000)
By replacing the energy of the sun with energy from fossil fuels, industrial agriculture has made food impressively cheap and abundant. But this achievement has come at a cost. Today, our food system is implicated in three of the most critical problems facing our society: the energy crisis, the climate crisis, and the health care crisis. None of these problems can be addressed without reforming the way America eats. In this multimedia presentation, Pollan connects the dots between food and health (personal as well as environmental), and introduces us to some of the visionaries who are “resolarizing” the food system. The Sun Food Agenda – involving change at the level of the farm, the marketplace and the culture – promises to improve our health, cut our dependence on fossil fuel, and help solve the climate crisis.

Tuesday, January 19, 7 pm, CUE 203: William Sischo and Tom Besser (School for Global Animal Health), “Safe to Eat?: The Science, Politics, and Economics of Food from Farm to Fork.” (Attendance of 25)
Microbes that cause food-borne illness spread readily from animals to people through contaminated meat, water, and produce. In the United States, we may be relatively disconnected from the ways our food is grown, harvested, and brought to market, but in the least-developed countries, close interactions with food-producing animals are part of daily life. How do the laws, customs, and economic realities involved in our food-production system affect the things we eat? What can we do to ensure a safe,
affordable, and sustainable supply of food for ourselves while respecting the needs of our global community?

February: The Human Land
Tuesday, February 9, 7 pm, CUE 203: “Writing the Food Chain.” (Attendance of 24)
This presentation features readings from WSU Creative Writing faculty Peter Chilson, Chris Arigo, Linda Russo, and Andrea Mason. Each writer will present a short reading and some comments on the work, followed by discussion with the audience.

Tuesday, February 23, 7 pm, CUE 203: Matt Stichter (Philosophy), “The Ethics of Eating.” (Attendance of 67)
In this lecture, Stichter will discuss some of the ethical issues raised by The Omnivore’s Dilemma, including the various arguments made regarding environmental ethics and animal welfare and the eating of meat. Stichter is an assistant professor in the philosophy department, specializing in ethical theory and applied ethics. He is also a member of the Institutional Animal Care and Use Committee at WSU.

March: Farm Workers
Wednesday, March 10, 7 pm, CUE 203: William Marler, “Chasing the Ambulance Away: Reshaping the Role of the Personal Injury Lawyer in Society and the Law.” (Attendance of 130)
Seattle attorney, WSU alumnus, and former WSU Regent William Marler has built his firm, Marler Clark, into a national powerhouse of food borne illness litigation. In the process, has elevated the role of personal injury lawyer from ambulance chaser to consumer champion and advocate for change. His involvement in the politics of food safety has had a tangible impact on the development of legislation at every level of government. In his speech, he will discuss his view of personal injury litigation, and how it can help build and maintain a safer society.

Tuesday, March 30, 7 pm, CUE 202: Rosalinda Guillén, “Food Justice, Farm Workers, and the Legacy of César Chávez.” (Attendance of 100)
Former Vice President of the United Farm Workers, Rosalinda Guillén’s life story encompasses experiences both as a migrant farm worker (beginning at age 10) in Washington, Oregon, and Idaho and as a widely recognized leader in farm worker and rural justice movements at the state, national, and international level. She brings the voice of farm workers to ongoing dialogues on immigration, labor rights, trade agreements, domestic fair trade, and sustainable agriculture. In this work she has built alliances to support reforms that ensure equity and healthy communities for farm workers and immigrant families. In this lecture, occurring on the eve of César Chávez Day, Ms Guillén will talk about this often-hidden aspect of American food culture—the labor needed to produce it.

April: Sustainability and the Environment
Tuesday, April 6, 7 pm, CUE 202: Eric Jessup (School of Economic Sciences), “The Role of Transportation in Agricultural, Food, and Energy Policy Development” (Attendance of 30)
The U.S. economy is currently quite dependent on foreign oil and energy. U.S. policymakers are working to develop, design and implement future policies that attempt to satisfy many, often competing, objectives related to energy independence, climate change, agriculture and food production, and environmental protection. What is often missing in the discussion and debate is the role that transportation plays in affecting these alternative paths and how the outcomes and implications of these various policies may be dramatically influenced. Eric Jessup, Associate Professor in the School of Economic Sciences has worked in the area of transportation economics for over ten years and has been recently involved with several bio-fuel and agricultural/food policy studies, at both the regional and national level. His discussion, drawing from these experiences, will touch on the many challenges in designing these types of polices.
Tuesday, April 13, 7 pm, CUE 202: Shulin Chen (Biological Systems Engineering) presentation on “Biofuels from Biomass.” (Attendance of 30)

We are all becoming increasingly aware of the problems associated with our reliance on fossil fuels—both their limited availability and their contribution to global warming. But what can we use instead? And how is that question related to *The Omnivore’s Dilemma* topic of food? WSU professor Shulin Chen is in the forefront of innovative research to produce biofuels from a variety of sources such as manure, plant materials, and algae, using microorganisms like bacteria to break down the biomass and release its potential energy. This presentation will introduce this research—the results of which may become part of our everyday lives in the future.

Saturday, March 27, Campus on the Run with proceeds to benefit Backyard Harvest.

Earth Week, April 19-23 with a focus and events around the issue of water.

Tuesday, April 20, 7 pm, CUE 202: Noël Sturgeon (Women’s Studies), “From Pocahontas to Avatar: The ‘Ecological Indian’ and Environmentalism in U.S. Popular Culture.”

In his book *The Omnivore’s Dilemma*, Michael Pollan points out that stories about idealized family farms and misleading “natural” foods are seductive narratives used by corporations to sell us on buying their products. Environmentalism is a popular narrative framework in our culture today, and thus available for this kind of corporate manipulation, unless we take a critical perspective toward these narratives. Many of us have grown up on environmentalist stories, especially those told in movies. A common figure in movies such as the blockbuster *Avatar*, is the “Ecological Indian.” What kind of environmentalism do these plots promote, what solutions are offered, and what are the implications of this dominant understanding of our environmental problems for all of us, including actual indigenous people?

Other Resources:

**Available Media:**

There are lots of food-related documentaries and feature-length films about food. Here are a few that the WSU libraries own:

- **Good Food**—DVD includes both 73 and 57 minute versions: profiles producers, distributors, markets, restaurants, and others in the pacific northwest who are working toward more sustainable food systems. Includes WSU’s organic farm.

- **King Corn**—90 minutes, story of two recent Yale graduates who move to Iowa for a year, grow an acre of corn, and see where that corn goes.

- **Ripe for Change**—55 minutes, Independent Lens documentary for PBS, profiles California agriculture and includes various perspectives, including university research dollars and the patenting of university research.

- **Supersize Me**—96 minutes, profiles a month-long experiment to eat only McDonald’s food. Shelley McGuire of our Nutrition program has created critical thinking questions to go along with this movie, which I’ll make sure are available on the CR website.