

**BFI Foodscape Mapping Project – Oral Histories**  
**Category: Student Group Stories**

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Transcription of excerpts of an interview conducted with

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JAMES:

I'm a senior at the Haas School of Business and a Food Systems Minor at the College of Natural Resources. And I'm the [former] President and Co-Founder of FEED: Food, Equity, Entrepreneurship and Development which is a student organization that I helped co-found last year which does food justice consulting with local non-profits, startups, and other student organizations.

First of all, the reason that these opportunities that I'm involved, these groups I'm involved in, are good for undergraduates is because there aren't many places that have these opportunities. For instance, recently I worked on a cultural foods case competition with two other student organizations: mine-- FEED, and the other one-- Food Inno, and Kabira and together we're able to create an amazing case competition with a collaborator (who's a non-profit who's doing great work with the refugees and immigrants by creating space for them to become restaurant entrepreneurs). And having a cultural barrier that they experience in their business operations addressed in a prompt that different groups of students were able to look at and come up with a solution to and for the rest of us to look at with this case competition.

For me I really like the social justice and critical thinking oriented-ness of building social consciousness. That being understanding the other dynamics of race, and class and access-- particularly economically we can see in the food system on other nations, the "developing nations," that the United States takes advantage of often with food dumping and other means. And understanding how all that's related locally; if you're a student coming to Cal and interested in food I would encourage you to see what's out there. Not just what's online, but go experience it for yourself and talk to people who've been in those places and hear what they have to say. And then actually try out going to

meetings, going to events, trying out different volunteer opportunities, and seeing what you really like.

Absorb everything that's happening and not consistently have this pressure and force that you need to be doing something, that you need to be better, that whatever it is forcing you to act a certain way, say certain things and not just be present. So take a minute and try to do that as much as you can here and appreciate all the amazing scenery and students and friends and opportunities you have while you're here at Cal.