

# UR GREEN NEWS

UNIVERSITY OF ROCHESTER  
February 12, 2012  
Volume 1, Issue 9



## UPCOMING EVENTS:

### Grassroots Weekly General Interest Meeting

February 13  
8:00—9:00 p.m.  
Ruth Merrill Center, Wilson Commons

### Tour of Monroe County Recycling Center

February 17  
Buses looping through 1 p.m., 2 p.m. and 3 p.m.  
Outside ITS, Rush Rhees Library

### “The Deepwater Horizon Disaster — An Inside Perspective”

February 17  
3:30—5:00 p.m.  
Sloan Auditorium, Goergen Hall

### Bi-Weekly Earth Fest Meeting (Grassroots)

February 17  
4:00—5:00 p.m.  
Ruth Merrill Center, Wilson Commons

### Sustainability Seminar: “Ensuring Sustainable Water Flows in New York’s Great Lakes”

February 23  
12:30—1:30 p.m.  
Gowen Room, Wilson Commons

### Ecology and Evolutionary Biology Seminar

February 24  
3:00—4:00 p.m.  
Hutchinson Hall 316

## SUSTAINABILITY SPOTLIGHT

### Professor Shares Knowledge, Expertise of Food Production

It’s quite natural for many of us to rarely consider where the source of our food comes from. In a sustainability seminar titled “Traceability Systems in Food,” Professor of Anthropology Daniel Reichman explored this issue, examining along the way the environmental and social implications surrounding the food system. Sponsored by the Environmental Sustainability University Council of Interdisciplinary Studies (UCIS) on February 9, the talk aimed to give listeners a dynamic view of traceability and fair trade commodities.

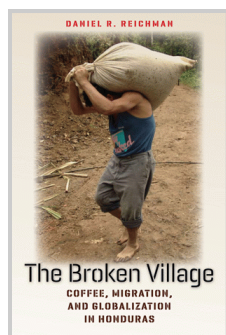


Traceability, which is the act of tracking food through the production and distribution chain back to its original source, is a buzzword in the food sphere. The act is vital in that, by responding to potential risks and food-borne illnesses efficiently and effectively, authorities can swiftly isolate the problem and prevent the cause of contamination from further reaching consumers.

However, Reichman regards traceability as a difficult, complex endeavor, claiming that no individual “has the knowledge about every kind of commodity to make informed judgments about what’s there, about what’s sustainable, about what’s environmentally friendly – which is why [we] need a really effective political system in which producers, consumers and retailers can all meet and can work out their interests.” Thus, Reichman wants to see a “system that fosters more trust and puts less of a burden on [people] to make a choice about what’s there.”

Reichman primarily focused his research in the coffee industry, as coffee is the second most-traded commodity. While in Honduras, Reichman worked on an ethnographic project regarding the coffee industry’s adaptation to the fair trade movement – an approach that aims to help producers in developing countries engage in better trading conditions by paying a higher price to exporters and adjusting to higher environmental standards. In theory, developing-world producers exercise more autonomy and leverage more power in negotiations with developing countries consumers.

Companies such as the campus Starbucks sell fair trade coffee, as does Connections café. Fair trade companies help the environment by working to reduce deforestation and by building sustainable local infrastructure. And, according to advocates of fair trade, it offers a way for developed countries consumers to directly achieve what their government often can’t or won’t, which is a more equitable, “fair” way of doing business.



For more information or for further exploration of Reichman’s research, his novel “The Broken Village: Coffee, Migration, and Globalization in Honduras” was recently published. Environmental Sustainability UCIS will hold more talks such as Reichman’s throughout the spring semester.



## HIGHLIGHTS

### Take a Tour of Monroe County Recycling Center

Tours of the Monroe County Recycling Center are scheduled for February 17 at three separate times: 1:00 p.m., 3 p.m., and 5 p.m.

Attendees receive the opportunity to see firsthand what happens after placing recyclables in the bin.

Furthermore, the facility has recently added new equipment to handle all plastic numbers 1 through 7, giving attendees the chance to understand the process of effectively separating, recycling, and disposing different types of plastic. As seating is limited, be sure to contact [Amy Kadrie](#) as soon as possible to specify the preferred time. Buses will leave outside of ITS 15 minutes before each scheduled tour time.



### CONTACTS & RESOURCES:

#### Sustainability @ the University of Rochester

Facilities  
[The Green Dandelion](#)

Dining Services  
[Team Green](#)

SA Student Sustainability Coordinator  
[Will Finnie](#)

The Environmental Sustainability UCIS  
[Karen Berger](#)

Council on Sustainability  
[Karen Berger](#)  
[Cam Schauf](#)

Sustainability within the community:  
[Center for Environmental Information](#)  
[EnvironmentRochester.com](#)

**E&E Publishing, LLC**  
Environment & Energy Publishing (E&E) is the leading source for comprehensive, daily coverage of environmental and energy policy and markets.

### Recyclemania Tournament Ensues



Running until March 31, the annual Recyclemania Tournament measures over 300 participating colleges and universities to see who has the highest recycling rates per capita, as well as the least amount of weight of waste per capita in each institution. Grassroots, the University's largest student sustainability

group, supports the competition and creates events as well as activities for students to participate in. Along with the Monroe Country Center tours on February 17, events include basketball game promotions on February 25. More information on future events can be found on [Facebook](#).

### Seniors, Graduate Students Encouraged to Apply For Breakthrough Generation Fellowship

Breakthrough Institute seeks graduating seniors and graduate students interested in energy, conservation, and political economy for its 10-week, full-time paid internship in Oakland, CA. The Breakthrough Generation fellowship allows students to

become deeply engaged in high-level research, writing and analysis around three program areas: energy and climate policy; conversation and the environment; and economic policy. During the internship, fellows participate in "an intellectual crash course" and work in teams on group projects relevant to



Breakthrough's ongoing work, as well as produce policy papers, reports and memos.

For those interested, the deadline to apply is February 15, 2012 and can be found at the [Breakthrough Generation Site](#). Application is competitive, but fellows walk away "capable of fully grappling with the scale and complexity of today's greatest challenges."

### SUSTAINABILITY:

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

[United Nations](#)



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