

A group of four people, three women and one man, are crouching in a garden. They are looking at a laptop and a notebook. The scene is outdoors, with green plants and a bright sky in the background. The text is overlaid on the left side of the image.

**FOR PARTNERS**

**Anniversary Comms Toolkit:**

**The UBC Farm  
&  
Centre For Sustainable  
Food Systems**



**UBC FARM**

Centre for Sustainable Food Systems

# It's our anniversary! 🎉 Help spread the word

This year we're celebrating:

- UBC Farm, 20 years: 2001-2021
- Centre for Sustainable Food Systems (CSFS), 10 years: 2011-2021

Launching April 21, 2021 and continuing celebrations until end of November!



First UBC Farm Market 2001



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# 2021 Anniversary Celebrations

It was 20 years ago that the first student volunteers cultivated and sold crops at the UBC Farm, and 10 years ago the Centre for Sustainable Food Systems was founded after the UBC Farm was saved from development. We've come so far!

We are launching anniversary celebration on April 21, 2021 (when students first started a market) and will continue to the end of November.

Please help spread the word through your networks. Check out our resources in this toolkit as well as our [website](#), [newsletter](#) and social media (links to follow).

This summer we will also be launching a 2021 webinar series, a new UBC Farm podcast, and special anniversary merch, while our market starts June 5 with free weekly tours, in addition to lots of anniversary content on social including video shout-outs, interviews, and throw-back photos. Stay tuned!



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# About Us

- The Centre for Sustainable Food Systems (CSFS) is a **teaching and research hub** working towards a more **sustainable, food-secure future**.
- The UBC Farm is 24 hectares of **organic farm and forest ecosystem** located on the traditional, ancestral, and unceded territory of the **x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam people)**.

*Our mission: Innovation from field to fork to achieve resilient, thriving, and socially just food systems for all.*



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# Newsletter Blurb Sample

## The UBC Farm turns 20

It was 20 years ago this year that UBC students first started growing and selling produce their own fresh produce at the newly dubbed UBC Farm. The UBC Farm has grown and thrived since then thanks to the students, faculty and staff who launched the petition and gathered for the Great Farm Trek in 2009 to demonstrate the need for a dedicated site for food systems learning, research, and food cultivation at UBC. The Centre for Sustainable Food System (CSFS) was established 10 years ago to further this aim with a vision to spur innovation from field to fork to achieve resilient, thriving, and socially just food systems for all.

The 24-hectare UBC Farm has grown to become a key part of UBC's agroecology research and education as well as an important Vancouver food hub. The Farm features organically cultivated annual crop fields, honey beehives, perennial hedgerows and orchards, pasture-raised hens, Indigenous-led gardens, and conservation forest stands. A place of experiential learning for students, researchers, and the neighbouring community, the UBC Farm acts as a Living Laboratory, modelling sustainable, small-scale, diversified farming practices.

The UBC Farm and CSFS will be celebrating throughout the growing season this summer and into the fall. Look out for special merch, throw-back photos, a new podcast and 2021 webinar series, and more! The UBC Farm is open to visitors during market hours this year, with the 20<sup>th</sup> Annual UBC Farm Farmers' Market starting June 5 with lots of fresh produce, goodies and free weekly tours.

Find out more at [ubcfarm.ubc.ca](http://ubcfarm.ubc.ca).



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# Anniversary Logos to Download



<https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/03/Celebrating.png>



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[https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/04/UBCFarm\\_Logo\\_horizontal\\_RGB\\_anniversary\\_banner\\_colour.png](https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/04/UBCFarm_Logo_horizontal_RGB_anniversary_banner_colour.png)



[https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/03/Mixed\\_Colours\\_Logo.png](https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/03/Mixed_Colours_Logo.png)



<https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/03/Cornucopia.png>



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[https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/04/UBCFarm\\_Logo\\_horizontal\\_RGB\\_anniversary\\_Colour\\_Greener.png](https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/04/UBCFarm_Logo_horizontal_RGB_anniversary_Colour_Greener.png)



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# Historical Images to Download



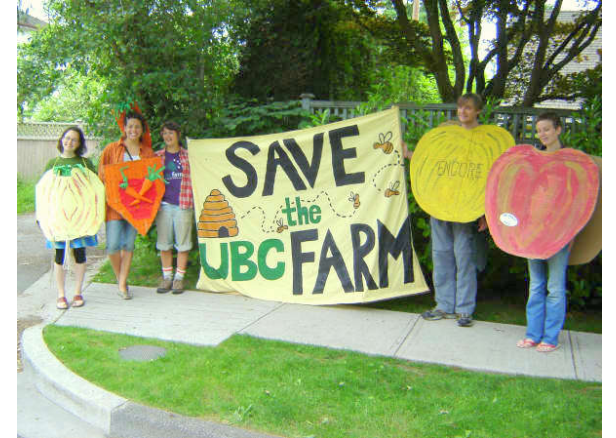
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<https://www.flickr.com/photos/ubcfarm/37019763866/in/album-72157687945407835/>



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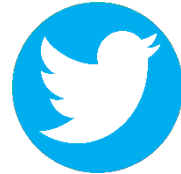


# Social Media Accounts



**Facebook**

Find us at <https://www.facebook.com/UBCFarm>



**Twitter**

Follow us at <https://twitter.com/ubcfarm>



**Instagram**

Visit us at <https://www.instagram.com/ubcfarm>



**Flickr**

Browse our photos at <https://www.flickr.com/photos/ubcfarm>



**#20yearsofUBCFarm**



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# Social Media Blurbs 1

## Social Blurbs for UBC Partners:

“On April 21, our very own UBC Farm is launching celebrations of their 20th anniversary and the Centre for Sustainable Food Systems has reached their 10-year milestone! They are going to be celebrating throughout the growing season, join their events virtually and learn more [here](#).”

## Facebook:

“Exciting news: on April 21, the UBC Farm is launching their 20<sup>th</sup> anniversary celebrations and the Centre for Sustainable Food Systems has reached their 10-year milestone! Events are going to be happening throughout the growing season, join virtually and find out more about both organizations [here](#).”



**#20yearsofUBCFarm**



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# Social Media Blurbs 2

## Twitter:

“On April 21, the UBC Farm is launching their 20th anniversary celebrations and the Centre for Sustainable Food Systems has reached their 10-year milestone. Congrats! Celebrate with them through events in the growing season and learn more [@UBCFarm](#).”

## Instagram:

“On April 21, the UBC Farm is launching their 20th anniversary celebrations and the Centre for Sustainable Food Systems has reached their 10-year milestone! They are going to host virtual celebrations throughout the growing season, browse their events [here](#).”



***#20yearsofUBCFarm***



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# Social Media GIF/Animation

Suggestion for sharing:  
Instagram or Facebook stories

Animation at <https://lfs-ubcfarm-clone-2018.sites.olt.ubc.ca/files/2021/04/Animation.mp4>

*Please make sure to tag @UBCFarm using the "mention" feature when posting.*



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**For more info, please contact  
Melanie Kuxdorf, Communications  
Lead, at [melanie.kuxdorf@ubc.ca](mailto:melanie.kuxdorf@ubc.ca).**

**THANK YOU!**



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