

## **GYC101HoganCOM101.doc**

This assignment is for my Composition I (COM101) classes. It is a research assignment that is equal parts creative writing. I already include a unit on sustainability in my COM101 classes about food. This assignment is given in the context of 4-5 weeks of readings, discussions, and other activities that introduce students to sustainable food issues. I am going to use this for my Spring 2013 classes. How and why this relates to sustainability is addressed in the assignment itself.

The course learning outcomes addressed in the assignment, and on which students are evaluated, are as follows:

### **Expected Outcomes for Student Learning**

#### ***Course Content Outcomes***

1. Employ the basic techniques during the writing process:
  - 1.1 Prewriting techniques, such as journaling, free writing, or clustering;
  - 1.2 Drafting techniques, such as experimenting with various organizational patterns;
  - 1.3 Revision techniques, such as identifying sections in a piece of writing which require more elaboration or support;
  - 1.4 Editing techniques, such as finding and correcting error patterns in their writing.
2. Demonstrate skill in writing rhetorically:
  - 2.1 Develop an awareness of his or her writing voice, such as through peer review of drafts;
  - 2.2 Read and/or write in a variety of genres, both academic and nonacademic.
3. Demonstrate the following skills in reading rhetorically:
  - 3.1 Comprehend a text, such as by producing a summary;
  - 3.2 Recognize the writer's choices, by identifying the text's purpose and audience;
  - 3.3 Respond to a text in a manner that requires summarizing, paraphrasing, and quoting.
4. Perform the following during the research process:
  - 4.1 Locate information from a variety of sources, such as in the library, on the web, or through interview or observation;
  - 4.2 Correctly identify types of sources, such as an online database article, a selection from an anthology, a website article, or blog;
  - 4.3 Evaluate a source's credibility, based on authorship and bias;
  - 4.4 Create MLA style in-text and Works Cited entries for varied sources.

***The assignment begins on the next page...***

Creative Research Essay:  
Creating a Sustainable Food Business

**Background**

This essay is about sustainability and food. Moraine Valley defines sustainability as “working to meet the social, economic and ecological needs of today without compromising those of future generations.” Sustainable processes must be good for people, the planet, and be profitable. These are the “Three P’s” of sustainability. Here is a brief overview of what they include:

People

- Help people and communities, not hurt or exploit them
- Must work for people
- Social Justice

Planet

- Must do as little harm to the environment as possible and/or strengthen the environment
- Promote Public Safety
- Utilize Renewable Resources

Profit

- Must make and/or save money
- Must positively feedback into a local economy

As we have learned over the course of the semester, our industrial food system is unsustainable. There are, unfortunately, dozens of specific issues where the industrial system is unsustainable from workers’ rights, health and public safety concerns to factory farming, growth hormones and antibiotics to overfishing, pesticides and herbicides and on and on.

The good news is that independent farmers, food and beverage distributors, farmer’s markets and grocery stores, restaurants and cafes, breweries and coffee roasters, artisanal chocolatiers and bakeries, and other local food businesses all over the country are choosing to be sustainable. These businesses, for the most part, are thriving. It turns out that sustainable food is delicious, and that selling delicious food with the ethos of sustainability is good business.

**The Assignment**

Create a sustainable food business.

Invent a backstory: How did the company get started? What is the mission of the business? In short, you need to create its identity. Give it a name, choose the type of business and the product(s) you sell, and the processes involved in the business. You can design a logo or a menu or anything else to create this brand identity. You must decide who your intended customers are and how your business will appeal to them.

Your essay can be modeled on any of the company websites that we will discuss in class, but you have absolute creative freedom. It should be written to inform and persuade your readers to like a company website or brochure. You must include research in your essay. Depending on the type of business you create, you need to identify at least one relevant sustainable food issue

and research it. Using your research, explain how your business is a sustainable one and what differences there are between “conventional” and “sustainable” practices on that issue. Your sustainability is a selling point. Blend objective data from your research with subjective persuasion about the merits of your business in the essay.

I recommend beginning your research at [www.sustainabletable.org](http://www.sustainabletable.org), where you will find links to sustainable food/drink-related businesses for inspiration, relevant articles on sustainable food issues, and other resources related to your research. Think of this essay as telling a story with the aim of educating your audience about sustainable food practices and persuading them about how great your business is.

#### Requirements

- You must use at least four sources in your essay
- Document all sources according to MLA guidelines (in-text and Works Cited)
- It must be between 1,500 and 2,000 words
- It is worth 20% of your course grade