

**Summer Workshop (July 2022)**

# “Design for Sustainable Food in Central Texas.”

Numerous food staples are today threatened by a relentless onslaught of extreme droughts, floods, fires, freezes, and regional war. The fragility of global food gave participants at this design workshop the chance to consider alternative futures—strategies for growing and distributing food among farms, restaurants, grocers, schools, and especially local food deserts. Workshop participants met with local growers, policy specialists, and non-profit organizations in order to propose new strategies for building a resilient local and regional food system. Ideas were presented to the public at the weekly farmer’s market.

# SCHEDULE

June 19 UCamp

June 20 SUSTAINABILITY KICK OFF: Panelists  
SUSTAINABLE TXST: Campus tour

June 21 SUSTAINABILITY CHALLENGE: San Marcos field research  
HMW: How might we?  
PERSONA: Simon ...says, thinks, does, feels!

June 22: BIG IDEAS + BRAINSTORM + IDEATION  
NEEDS STATEMENT: What does my user really seek?  
JOBS TO BE DONE

June 23: FIELD TRIP: Austin  
WHOLEFOODS: Presentation / Q+A  
SALT + TIME: Presentation / Q+A

June 24: FEEDBACK: Sophia Javaheri (guest critique)  
PROTOTYPE: your value proposition's visual 3D transformation  
PREP: final presentations at Farmers Market

June 25: FARMERS MARKET + PINING CEREMONY

HAVE FUN.



Kick Off at UCamp



Kick Off Panel



Campus tour

**Claudia Röschmann**

*Professor + Associate Director  
for Design Innovation (MARC) at  
Texas State University*



Claudia Röschmann is a Professor in the Communication Design program in the School of Art and Design and Associate Director for Entrepreneurship in the Materials Applications Research Center (MARC). She was head of the Communication Design program from 2014 to 2020, and as graduate advisor directed the MFA program from 2010 to 2020. She brings 20+ years of international design experience and strategic entrepreneurial thinking to the university where she teaches human-centered design and design entrepreneurship. She also serves as the founder of the Design for America studio on campus, and is the co-founder of the 1 Million Cups Greater San Marcos TX community. Claudia gets very excited about international and cross-disciplinary projects, and speaks at conferences about design thinking and digitally engaged learning. Originally from Germany, she moved to New York in the 90s to work for Vignelli Associates before moving to Austin with her husband, where she runs ROESCHMANNdesign, a design studio focused on brand experiences for non-profit clients. Claudia loves to travel (preferably by sailboat, bike or foot) so she can spend time in bookstores and museums, while exploring other cultures.

**Peter Tschirhart**

*Associate Dean in the Honors  
College at Texas State University*



Peter is passionate about the use of active- and project-based learning and has encouraged their curricular and co-curricular use at Texas State. His passion for learning by doing—and through experience—emerged thanks in part to his own training as a musician (B.M. Rice University; Ph.D. University of Virginia). His experience with musical improvisation, and his research into experimental music notation, lead Peter almost naturally to the d.school at Stanford University, where he received training in design-thinking and human-centered design as part of the 2017 cohort of the Teaching and Learning Studio. At TXST, Peter has found many novel applications of human-centered design as a pedagogy: from University Seminars, to Honors Thesis design. Outside of work, Peter is a member of the current San Marcos Comprehensive Planning Committee and an active member of MoveSM. As a runner and “everyday” bicyclist, Peter spends many hours exploring the streets, sidewalks, and multi-use pathways of San Marcos.

# Organizers





Field research (San Marcos):  
visiting the Hays County  
Food Bank and the  
Community Garden,  
City Council meeting  
(bottom left).



Organizing research back  
on campus



# Local research





Field research  
at Wholefoods and  
Salt + Time



# Austin Field Trip



3 Day Start up Director  
Sofia Javaheri giving  
feedback on pitch proposals



# Pitches





Students presenting to the interested San Marcos community during Farmers Market



# Farmers Market



# STELOS SCHOLARS, TEAM: Teslos!

Simren Pokhrel, Tyler Hartwick, Elisa Pedraza Sanchez

Teslos Green Initiative is a non-profit social advocacy group that aims to raise awareness in sustainability and health by shifting conventional views on food by promoting the cultivation of healthier eating habits. Our group has done extensive research on Americans' views on food and how it affects the choices we make on sustainable foods. We have concluded that it is a cultural phenomenon of valuing convenience and quantity over quality and sustainability.

Our main audience for this non-profit, is people who are unaware about the importance of sustainability and the foods that are available to the public or can't engage their kids with the importance of eating healthy. During our research and brainstorming sessions we came up with specific characters like Andrew Teslos and Amelia Johnson. Andrew is a finance Texas State student who is a bodybuilder but is not seeing changes in his body due to malnourishment. Amelia Johnson is a marketing director who has two lovely kids who refuse to eat healthy and is having a hard time educating them on why sustainability and eating vegetables are important. Although these are specific scenarios our main purpose is to be able to educate our target audience and also provide resources to obtain sustainable, accessible and healthy products locally.

Our plan encompasses three main tenets: sustainable tourism, sustainable education, and awareness campaigns. We plan to implement teaching gardens, hold educational workshops, and highlight sustainable options in local areas with our lookbook featuring shops, restaurants, farms etc. We are also launching a social media campaign to reach younger audiences and provide information and resources in an easily shareable platform.



**Dunbar Garden**

"The 10' x 20 foot plots are available for \$60/ year with a refundable \$30 deposit and a non-refundable \$20 tool fee due at sign-up. Plots can be shared and 6-month leases are available. We provide all tools, soil and water; you can grow any legal plants: fruit, vegetables, herbs or flowers. 2 volunteer hours per month are required for general garden maintenance." Sustainable San Marcos

303 S. Mitchell St, San Marcos, Texas, 78666, United States  
210-508-8632  
Hours: Every day 8am-9pm



**River Bottom Farms**

"River Bottom Farms was created in the fall of 2010 by Hank Davis, a native of San Marcos, Texas. Hank grows all his produce using 100% organic products and sustainable practices. The farm is located on the Davis Ranch, just east of the city of San Marcos, in Hays County. Hank grew up on the ranch and he continues to spend the majority of his time at the river bottom there fishing, swimming and enjoying the beautiful San Marcos River. When it came to naming the business, he couldn't have chosen a more fitting name!" River Bottom Farms Facebook

401 Davis Ranch Rd, San Marcos, TX 78666  
Phone: (512) 667-4992



**Dunsmore Honey**

"Dunsmore Honey is a small-scale producer of raw honey from the Texas Hill Country. The apiary is located on a homestead in rural New Braunfels, TX (Comal County). Our family raises healthy bees that make healthy honey in our chemical free hives. The honey has all the nutritional benefits of raw honey with local pollen. It is unfiltered, unpasteurized, and unadulterated. Buy honey at our online shop."

248 Maplewood, New Braunfels, TX 78132



**Hays Food Bank**

We are passionately committed to improving lives through food assistance programs, nutrition education, and advocacy.

Where do we get food from? Hays County Food Bank receives and rescues thousands of pounds of food daily. But where does it come from? Who is responsible for the food we give out at our public food distributions and to our local partner organizations? Join us, as we share a day in the life of food acquisition.

220 Henderson St, San Marcos, TX 78666  
(512) 392-8300



**Central Texas Farmer Co-op**

"We are a business owned and controlled cooperatively by small, sustainable farmers in Hays, Caldwell, Blanco, and Travis County. Our mission is to improve the lives of local, small, and beginning farmers who produce food in an environmentally responsible way while also providing safe, delicious, and nutrient dense food to our community." Central Texas Farmer Co-op website.

222 W San Antonio St, San Marcos, TX 78666  
info@centraltexasfarmers.com




**Joanna's Farm**

"We are a small backyard farm in Kyle, Texas providing pastured chicken and eggs. If you are looking for wholesome, nutritious food with integrity, we are the farm for you!"

We raise a variety of breeds which grocery stores don't offer". Joanna's Farm Website

Joanna's Farm



**San Marcos Farmers Market**

"San Marcos Farmer's Market provides an outlet for Central Texas farmers to market their crops and a source of fresh, homegrown and homemade products for the local consumer. Held every Saturday in Downtown, 9:00 AM- 1:00 PM" - Visit San Marcos website

(760) 744-1270  
251 N City Dr, San Marcos, CA 92078



# Outcome





## STELOS SCHOLARS, TEAM: Happy Daisies Zoe Rowe, Kylie Hedge, and Diego Vila Peña

Today we face many issues not only as a community, but as a country. One of those being sustainability, especially sustainability around our food. Sustainable food practices focus on sustainable environmental, economic, and social systems around food. This is important to try and curb the negative effects of conventional agriculture including soil depletion, antibiotic resistant superbugs, and long-lasting pesticides getting into the drinking water.

We found that one of the main issues surrounding sustainability is a lack of education and awareness regarding the issues. To try and combat this, we chose to educate people through a bottom-up approach by creating a holistic curriculum for K-12 about food sustainability. We chose this method because, based on our conversations with members of the San Marcos community, as well as researchers and market leaders, education is our strongest tool, especially when it starts at a young age.

The curriculum would educate students on regenerative agriculture, soil health, the importance of nutrient dense and organic foods, as well as have hands on activities such field trips, community gardens, and composting in order to teach children the importance of where our food comes from. Our long-term goal consists of a 10-year plan with the eventual goal of having composting, a sustainability class, sustainable food, and a community garden in schools.

# Outcome



## STELOS SCHOLARS, TEAM: Sustainable Chicken Wings

Gabriella Taverna, Gabriel Castillo, Madelyn Parsons, Ava Puente

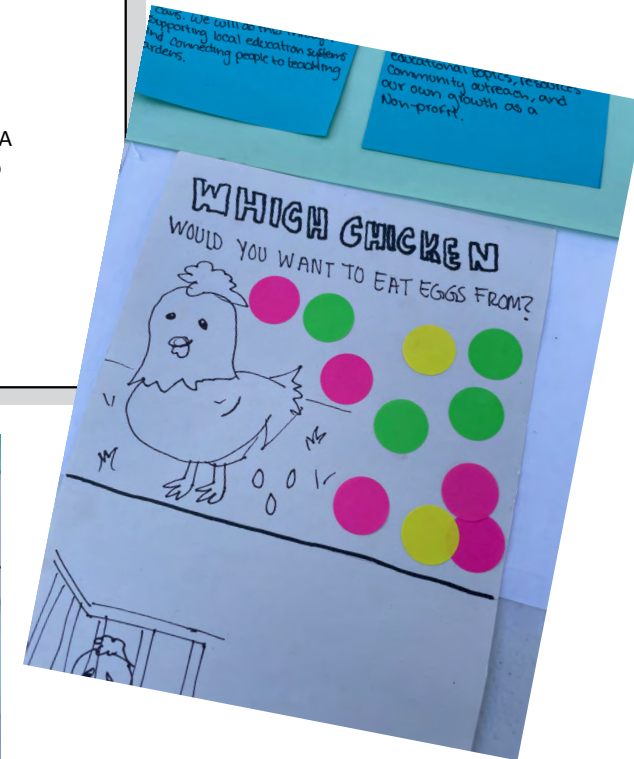
Throughout the past week, our team has learned about local foods and the related issues that accompany the sustainability of said foods, particularly seen in local suppliers not being in touch with local restaurants and businesses. We have created a proposal for a solution regarding this problem, through creating an app idea, Sustainable Connections. This app simplifies these business partnerships and makes it easier and more accessible for farmers and restaurants to access something they both need and want.

In the case of the farmer, a need is to sell fresh products and encourage sustainability to be more of a part of the local San Marcos community. In the case of the restaurant owner, the main need is to please customers and have a thriving restaurant that many people go to and continue to keep coming back to.

Something that has been lost throughout the Covid-19 pandemic is personal connections. This is heavily emphasized throughout our app. Although different filters and preferences can be set, the bulk of the “work and partnering” is accomplished through direct messaging, which gets rid of the “robot feel” of matching and sets up a positive one-on-one relationship between farmer and restaurateur. The user interface makes it incredibly quick and easy to find business partners, as both parties are very busy and want to be successful in their fields with minimal time.

These needs are both addressed in the prototype of our app, as the user creates a profile when first signing up for the app. Through asking many questions, the app guides the user through a personalized experience of setting preferences and filters of what each person is looking for. For example, a restaurant owner might have certain ethical standards (such as USDA organic certified) and quantity needed- the app will automatically match a farmer with similar expectations for businesses so that these relationships come to fruition somewhat quickly.

Our team has also recognized that funding to take on such a large project is crucial. With that in mind, we have incorporated a commission rate on sales that take place through our app. We have also partnered with local transportation companies to share some of the profits and advertise the services they offer at a low price. This lowers transportation costs to further encourage these relationships between local suppliers and restaurants and creates a digital space that benefits all parties involved.



# Outcome



Hillviews Article can be found here:

<https://news.txst.edu/student-experience/2022/stelos-scholars-tackle-food-sustainability.html>

# Hillviews Article



New Stelos Scholars take a bite

news.txst.edu/student-experience/2022/stelos-scholars-tackle-fo

Menu Search TEXAS STATE

## Newsroom

# NEW STELOS SCHOLARS TAKE A BITE OF THE BIG APPLE AND TACKLE FOOD SUSTAINABILITY

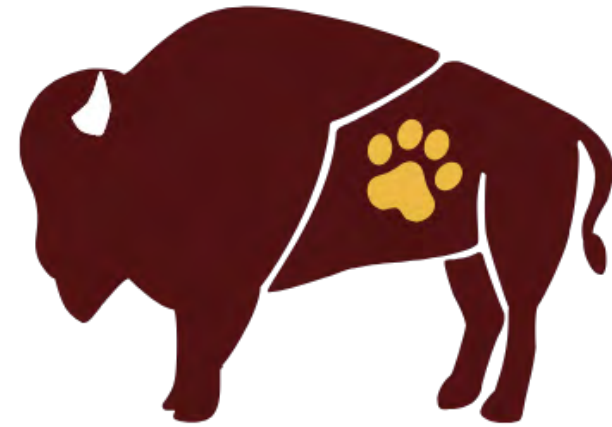
**STUDENT EXPERIENCE** Texas State University | July 7, 2022

This year, the 2022 workshop ran in mid-June, and it focused on “sustainable food.” After arriving the first afternoon as virtual strangers, students spent two days at University Camp near Wimberley, where they completed ropes courses and team challenges that created a sense of group cohesion.

Students then joined small, interdisciplinary teams that, over the course of 5 days, proposed a project meant to improve the community’s approach to food production, distribution, access, education, or consumption. Throughout the week, they learned from scientists, community organizations, analysts and businesses. Beyond daily workshops and team-building, they had a busy travel schedule of site visits: from Whole Foods corporate headquarters in Austin, to the Hays County Food Bank; from the [Dunbar Community Gardens](#), to local Austin grocery store [Salt & Time](#).



“We want them to experience what it’s like to work with real-world stakeholders and dive deep in a complex, socially impactful issue,” Tschirhart said. “We don’t expect them to fix the world in a week, but we do expect them to make meaningful connections with each other and the community and have a really stimulating intellectual experience along the way.”



STELOS  
SCHOLARS  
2022



The 2022 Stelos Scholars Design Sprint was made possible with substantial support and encouragement from our colleagues and friends at the TXST Honors College, the TXST Materials Application Research Center (MARC), the City of San Marcos, and many other people and organizations.

# Thank you + Partners