

Project Summary (maximum length: one paragraph) Briefly describe your project, including the story or stories that is your subject; key participants and target audiences; scope, duration, and format(s) of proposed public programs and work products; and significant proposed outcomes and/or results.

We Are Where We Eat --*A fresh look at Sacramento's foodscape through the stories of the people who produce, distribute, prepare and serve the food we eat.* For the next year and beyond we'll travel throughout Sacramento County in ***Our Food Story Van*** with Elaine Corn, a James Beard award-winning author and contributing reporter for Capital Public Radio. Part historic recollection and part remembrance of family, community and a sense of place, we'll collect dozens of video and audio stories from individuals who can reveal our unique gastronomic heritage. Interviews with experts, researchers, home cooks, retired agricultural leaders, restaurateurs, immigrants who brought their kitchens with them, growers, shopkeepers and barkeeps (yes, our saloon history starts the story) will illustrate how we get our identity from the foods we eat, the cultural groups we belong to, where we grow our food and how, when and why we eat it. Other ingredients include a food time-line, culinary map, and a series of conversations that muse on the place of food in our personal, community and global life. The ***We Are Where We Eat*** website will feature downloadable video, audio, and images from each community event. Potentially, twelve edited stories will be aired on Capitol Public Radio or at the Sacramento Digital Story Project. The project culminates in a series of public conversations and a forum – *"Savor Sacramento, Building a Legacy of Community Through Food."*

Project Rationale (maximum length: one page)

Why is the story or stories your project will tell of significance?

This is the first comprehensive attempt at capturing the culinary history of the Sacramento region through stories. Food is a vital part of our community's history – from the moment John Sutter set foot on Sacramento's terrain and spied wild grapes (which he wasted no time turning into wine) to today's local universities' leading-edge research on ways to improve the world's food supply. **We Are Where We Eat** will show how our nascent food industry spread through the region, onto the trains and boats that took our food across the nation and ultimately how our homegrown farmers, ranchers, food distributors and chefs influence food habits not only of those of us who live here, but people all around the world.

How will the project enhance the public's understanding of California and its cultures, peoples, and histories?

Although our region has played a major role in California's food story (the beginning of commercial agriculture began here), this project will capture some of the little known and compelling stories from the people who continue to produce food for our tables everyday. Our goal is to identify areas in our region with historic food sites, agricultural innovations, and locate the people dedicated to preserving the area's food history/legacy.

Why will this project interest California audiences?

When Californians think of food, it's inevitable that what comes to mind are the restaurant scenes in LA or San Francisco, or wine in Napa and Sonoma Counties. But Sacramento began it all, from Sutter's rough fort kitchen to food brought here by the Chinese during the Gold Rush. It's time for a spotlight to shine on the area that became California's global food basket in new and refreshing ways -- through stories, interactive maps and timelines. Surprising anecdotes will surface. For example, few know that Sacramento is where the square milk bottle was invented to better fit the milkman's metal carrier. Caviar was one of our first "crops." Sacramento is built on hops fields that made the beer that was sold in our first saloons. The project will continue to surprise, amuse, educate and delight any Californian who comes in contact with the information that will unfold in **We Are Where We Eat**.

What will result from your project and what impact do you hope it will have on participants, audiences, and/or the field? What is the importance of this project?

Our research and finished work will achieve permanence. All audio, written stories, visual images and videos will be archived at the Sacramento Room at the Central Library to be enjoyed by this and future generations. Participants will contribute to new and exciting details about the food history of Sacramento not brought to light conventionally or taught in schools. By project's end, we'll have produced a chronology of the history of food in Sacramento County; a culinary map that can be used to help promote agritourism and which could renew interest in our food past and an alliance of individuals, organizations and educational institutions will continue to tell an important California story.

How will the humanities inform your project? What are the important questions you want your project to help answer? How will you use the knowledge and insights of the humanities to develop, for example, the social, cultural, and /or historical context for your stories? What criteria and methods will you use to identify the people you will gather stories from and how will you document them?

From our region's hunter-gatherers to communal gardens, mom and pop grocers to superstores, small family farms to agribusiness, food and the diversity of the tables at which we eat tell the story of the humanities and ourselves. Our three humanities advisors – Urban Geographer Robin Datel, CSUS; Culinary Historian Ken Albala, UOP, and internationally renown food expert Darrell Corti – will guide us through our exploration of food and place.

We Are Where We Eat posits that place matters and that our food story is unique because of our geography, the native foods that grow here, our fertile soil, unique history of immigration, and hub as a transportation center. Our advisors will make tangible the ways in which food has the capacity to shed new light on historic preservation, economics, urban design, public health, geopolitical geography and infinitely more besides. They'll ask questions. Does Sacramento have a regional cuisine? Do we have a distinct terroir (does our soil produce a particular taste unique to other regions)? Does our role as California's state capitol affect food policy locally, nationally and internationally? Does where we live – low-income neighborhood, inner city, suburb, or rural area, affect our access to healthy home-cooked meals vs. fast food restaurants?

We'll rely on our partners – *The Sacramento Public Library, Sacramento County Historical Society, Sacramento County History Consortium and Sacramento River Delta Historical Society* to help identify individuals with compelling stories that are culturally, historically or socially significant. We'll invite thirty or so to participate in one-on-one interviews during **Our Food Story Van** stops. Of those, twelve stories will be edited and aired on either radio or featured at the Sacramento Digital Story Project. Our website will include a guide to story telling, with step by step instructions on how to create a food narrative so that any resident of Sacramento County may submit stories in written, audio or video form. The advisory committee will screen submissions based on import, cogency, and authenticity. A cultural cross-section of stories will be featured on our website. All materials submitted will be archived at the Sacramento Room or one of the regional historical societies.

Describe the role(s) your humanities advisor(s) will play in the planning and implementation of your project. Dr. Datel, an expert in urban geography, will guide our team through the meaning of place in Sacramento's foodscape. She has produced both case studies and comparative studies of "preserved" landscapes in California and in Sacramento. She has created GIS maps for both walking tours and as exhibits in major museums. As a culinary historian, Dr. Ken Albala will guide us in the development of the time-line and food history chronology, and provide historical, social and cultural context. Mr. Corti will direct us to the stories of the people who produce, cook and serve our food now. Members of the historical societies will participate as volunteer researchers and interviewers, adding to our collective history and knowledge.

Project Activities and Programming Plans (maximum length: two pages)

Provide an overview of your program plan, including planning and research as well as implementation activities such as completion of a public program and/or public presentation(s) and discussion(s) of a work product. Describe how you will identify story sharers, collect and record stories, and edit, curate or compile them for presentation purposes. If applicable, describe plans to share or disseminate project products with the public after the end of the grant period. Provide as much detail as possible regarding venues and dates of your public program(s). Note that interactive programming, either real or virtual, is strongly encouraged.

Imagine that NPR's StoryCorps morphed into StoryCorps about Food. That's what The Sacramento Public Library in partnership with the Sacramento County Historical Society, Sacramento River Delta Historical Society and Sacramento County History Consortium hope to achieve with **We Are Where We Eat**.

Our project begins in March of 2012 with two months of planning and archival research. All our humanities advisors, community scholars, and historic society volunteers will participate in planning. We'll schedule research visits to local libraries, archives and museums, begin scheduling community events and develop a promotional and media campaign to spread the word. Community scholars who'll guide us include Mary Helmich, retired interpretative specialist from the Department of Parks and Recreation and author of countless monographs on Sacramento foodstuffs from the 1800's; Bill Burg, author, preservationist and historian at the California Office of Historic Preservation and Clarence Caesar, regional expert on African Americans in the Sacramento Valley. They'll produce a how-to guide for storytellers. It will include step-by-step instructions on how to capture food narratives on video or audio, plus sample interview questions and recipe writing basics.

In May 2012 we launch ***Our FoodStory Van***, a mobile audio booth that will spend a day at six neighborhood libraries, one every other month. Elaine Corn will collect stories of individuals with vast knowledge of this region's food heritage, from how our foods are grown and harvested to ways of preparing and preserving them, to personal stories and memories of culturally significant food and agriculture practices. Meanwhile, visitors will be able to "Map Your Food Memory" on a culinary map of the region. They'll mark specific food heritage sites that they note as important for food production, processing, distribution or preparation. Scanners and copiers will allow us to duplicate old family photos, recipes or other culinary ephemera they've brought to share.

Based on where the ***Our FoodStory Van*** is parked, i.e. central city, suburbs or rural areas, personal stories and memories may range from mills and granaries, canneries and fisheries, to city markets and ethnic groceries, communal gardens and farmer's fields, the corner bar or what was for dinner. For example, while parked at the library in Elk Grove-Florin, stories may bear witness to strawberry growing from Japanese descended residents as well as first-hand tales of this area's long-ago boast of having the largest hops field in the country. More importantly, this area remains a major spot in the county for small family-owned farms and artisanal growers.

Ms. Corn and/or ***Our FoodStory Van*** volunteers will conduct approximately thirty interviews, five per stop. With input from advisors Ms. Corn will select twelve to produce, edit, air and archive on either radio or on video at the Sacramento Digital Story Project. All interviewees will receive a copy of their interview on DVD. Although the Van will be parked at each library for only one day librarians will encourage patrons to continue to share their food stories and submit them to the **We Are Where We Eat** website.

Other ingredients include a food chronology -- a timeline -- that pinpoints past to present of Sacramento's food history. It is to include first crops of hops, wine and caviar to the invention of the square milk bottle and every "first" our research uncovers.

A fanciful **FoodStory Map** of Sacramento County, with fuzzy borders to draw in UC-Davis's contributions to the west, and slivers of two or three counties to the east and south will pull in important regional food elements. An interactive, online version of this map will allow users to roll their mouse over an icon (a strawberry, a shaft of wheat or rice, a sheep, a cow, a chicken, a wok, a tagine) or the name of a favored food hangout -- a neighborhood bar, a iconic drive-in, a famous restaurant, or locally renown home cook's kitchen -- and hear or read a story or view family photos, culinary ephemera and time-tested family recipes.

The website will also include the growing timeline, downloadable video, audio, and images plus additional graphics and charts to help us understand the county's foodscape a little better. It will convey the story of how our food is grown and harvested, to ways of preparing and preserving it, to anecdotes of family or community rituals surrounding where and what we eat.

During the course of the project each historical society will host at least one public event for members, to provide a progress report on our activities and to gather stories of their own.

The project culminates in early May 2013 during Preservation Month at **Savor Sacramento, Building a Legacy of Community Through Food** a daylong conversation to examine and celebrate the ways food helps to define Sacramento's culture. It will feature panels; talks and discussions; chef demos of Sacramento's historic recipes; interactive exhibits of family photographs, agricultural gadgets that spurred such production as asparagus picking; and printed material such as old menus from Sacramento's restaurants and train dining cars. We expect the media to advance stories about Savor Sacramento in print, radio and television.

At the end of May 2013 we'll gather all our advisors, partners and sponsors to evaluate the project and discuss how to move forward. All research, raw and finished material will be permanently housed in the Sacramento Room of the downtown branch of the Sacramento Public Library. The Sacramento County Historical Society will maintain the website and coordinate efforts to continue to gather Sacramento County's food story.

Describe your target participants and audience(s), e.g., geography, race/ethnicity, age, cultural background, and other relevant demographic information. Include estimated numbers of direct participants as well as audiences for your programs and dissemination activities.

The Sacramento Public Library has 28 branch libraries throughout the County of Sacramento. We'll select libraries from those that have the most connection with food, agriculture and wine in the County – Galt, Central, Elk Grove, Walnut Grove, Isleton, Courtland, Antelope, Rancho Cordova and Folsom. Sacramento has been named by a Harvard study as one of the most diverse regions in the country. Anyone, regardless of age, cultural background or social standing can come forward and tell their stories, by either participating directly at one of the libraries or submitting audio, video and written stories to our website. Regardless of venue we'll capture the voices of food pioneers and everyday people, those often excluded from the historical record, including new immigrants who contribute to our unique food scene. We'll ensure participation by individuals who may otherwise encounter barriers to participation by providing some materials in Spanish and other bilingual volunteers at some sites, especially those in communities with strong ethnic populations, like those in the Delta.

Having said that, the demographics of each library are different, depending on where they're located in the county. Patrons come from all socio-economic strata of the community. The library demographics match those in general of the county, 52% women, 48% men; White 57.6% Black 10.4 % American Indian and Alaska Natives 1.0%, Asian 14.3% Native Hawaii and other Pacific Islanders. 1.0, Hispanic or Latino origin 21.6 %

We'll collect at least thirty stories in six stops at libraries and estimate that as many as three hundred more written, audio or video anecdotes or stories will be submitted to our website and archives.

Describe your outreach strategies for securing participants and audience(s), including any partnerships with other organizations that will assist with engaging the public.

We Are Where We Eat is a joint project of the *Sacramento County Historical Society*, *Sacramento County History Consortium* (with fifty four member historical societies, museums and archives) *Sacramento River Delta Historical Society* and *the Sacramento Public Library* – the beginning of an alliance to document and preserve our regions foodways. Each partner will provide volunteers to planning, disseminate, implement and evaluate the project and ask its own membership to participate – through media advisories, newsletters, e-blasts and at public meetings and programs. Three advisors from each organization will serve on an advisory board and concentrate on outreach efforts. They'll suggest potential Story Tellers, participate in public programs and sponsor regional events and the culminating forum. We'll connect with over 100 other food-related non-profits, associations and alliances. All regional newspapers, magazines, and broadcast media in each community will be sent press releases and in some instances visits will be made to editorial boards to secure sponsorship. SPL has a built in audience of library patrons and a marketing and communications department to spread the word, as well. And, we'll use social media outlets to attract diverse, younger audiences, too.

Project Evaluation and Documentation

Evaluate: Clear goals and continuous self-evaluation are an essential part of our project. Feedback from the community is one important tool in measuring our program's efficacy. We'll produce surveys that will collect quantitative data to help determine the program's strengths and where change is needed. Librarians at each venue will note attendance figures, solicit feedback, gather data and ask questions. They'll even have conversations with families who come to share their stories, to make sure they feel engaged, excited and happy to be a part of the project. More formally, we'll look at each element of our program and consider whether the quality of the activity met our stated goals. The real measure of our success, however, will be commanding an audience for our stories, through the appeal of our material. We can measure those audiences by quantitative measures – how many attended events at libraries, our forum, web hits, audience feedback and questions, but the qualitative measure comes from those who continue to share their stories when the California Council for the Humanities portion of this project ends.

How will you document? Our Website will launch by April of 2012. It will chronicle our progress from the beginning of our archival research to the culminating event in May of 2013. The Sacramento County Historical Society will maintain the website and continue to gather Sacramento County's food story. From May 2012 to April of 2013 stories will be podcast on our website, archived at the Sacramento Digital Story Project, and hopefully, on Capital Public Radio. These stories also serve as a kind of documentation. All research, raw and finished material will be permanently housed in the Sacramento Room.

Timeline (maximum length: one to two pages)

Time Period	Activity	Who is Responsible
March 2012	<ul style="list-style-type: none">• Meet with humanities experts, advisory committee, partners• Select final six libraries• Hire designers/logo/map• Wire frame Website• Develop promotional/media/outreach campaigns.• Schedule research visits with local museums/archives/libraries	Humanities Advisors/All SPL Project Director Greg Wellman Project Director/SPL Project Director
April –May 2012	<ul style="list-style-type: none">• Begin archival research• Guide to Storytelling (story submission procedures and releases)• Print promotional materials, posters, bookmarks etc.• Develop and maintain website, blog and analytics.• Determine first interview subjects with connection to Central City.• Preliminary Map created/printed.	All Project Director SPL/Project Director Greg Wellman Advisory Comm./Elaine Corn Designer

	<ul style="list-style-type: none"> • Crowd Source Funding campaign launched to support project. • Editing software purchased. • Van outfitted. (Van donated) 	Project Director Elaine Corn Volunteers/PD
May 2012	Our Food Story Van launches at Central Library	All
May 2012/May 2013 ongoing	<ul style="list-style-type: none"> • Ongoing – project management • Research • Promotions • Media Relations • Scheduling • Pre-Interviews • Outreach • Map/Time-Line added to at each site • Reprint materials as needed 	Project Director Elaine Corn/PD/HA PD/SPL PD/SPL PD/SPL Elaine Corn Manya Shorr Greg Wellman Project Director
May/July/Sept/Nov 2012/Jan/March 2013	Our Food Story Van at libraries	All
June/August/Oct/Dec 2012/February/April 2013 (edit/air/archive)	<p>Develop and maintain relationships with project subjects</p> <p>Week 1 and two: Consult humanities experts and develop overview/introduction for particular region</p> <p>Week Three: Food Story Van visit to library 3rd Saturday of the Month, if possible.</p> <p>Week Four: Download tape & select story to air. Edit. Write and edit script. Others, sent to archives.</p> <p>Update map/chronology</p> <p>Week Five: Build audio/video session, record narration. Transcribe story for web.</p> <p>Week Six -- develop website elements including recipes, research other links for website</p> <p>Week Seven – air story/send to archive</p> <p>Week Eight – Research next community. Repeat six times.</p>	<p>Elaine Corn PD/HA/EC</p> <p>PD/EC/AA</p> <p>Elaine Corn Elaine Corn/AA</p> <p>Designer Elaine Corn/AA</p> <p>Greg Wellman/PD</p> <p>Elaine Corn EC/PD/HA All</p>
July 2012	<ul style="list-style-type: none"> • Crowd Source Funding Campaign Ends 	Project Director
August/September October 2012/	<ul style="list-style-type: none"> • Savor Sacramento planning • Secure Venue • Sponsorship/implementation 	AD/PD Project Director Project Director
November/December/	<ul style="list-style-type: none"> • Sponsorship for Forum • A Taste of History SCHS 	Project Director SCHS
January 2013	<ul style="list-style-type: none"> • Logistics Plan for Forum • Develop list of speakers/workshops 	Project Director All
February/March 2013	<ul style="list-style-type: none"> • Sponsorship for forum completed • All Promotional materials developed 	Project Director PD/SPL

	<ul style="list-style-type: none"> • All panels/conversations/confirmed 	
April 2013	<ul style="list-style-type: none"> • Final Map and Time Line Designed • Confirm speakers • Continue media/promotional/outreach efforts 	Designer Project Director PD/SPL
May 2013	<ul style="list-style-type: none"> • Culminating Event Prepare and submit progress/final reports, as required. 	All EC/PD

Work Sample (maximum length: a half page) - 4:13

Short description of the work sample and its relevance to your proposed project:

In 2008/2009 Capital Public Radio journalist Elaine Corn spent a year telling the story of ethnic restaurants along the Broadway corridor in Sacramento, as part of Broadway: Around the World in Thirty Blocks. Dr. Robin Dattel served as Humanities Advisor. The project was funded through the California Story Project of the California Council for the Humanities. This sample, archived on the Capital Public Radio website, is a masterful example of sound, story and culture from a humanities perspective. It is one of the most “listened” to stories on CPR. The story it tells of owner Lien Nguyen's spiritual and culinary voyage is representative of the kinds of stories we expect to hear during We Are Where We Eat's fifteen-month journey through Sacramento County's foodscape. Ms. Corn and Dr. Dattel, along with two additional humanities scholars and a project team with strong credentials in oral history, video storytelling and community food history will produce audio stories like this one and video stories as well.