

The Food Truck Project

Liz, Daisy, Patrick Team – 2013



Project Overview: Students will explore the social, political, and business aspects of starting and operating a food truck in San Diego and the history & chemistry behind diverse and delicious food. Students will do an ethnographic survey of San Diego's food truck scene, which they will document on an interactive website, as they prepare to launch a Kickstarter campaign to raise the funds to start their own food truck. Given the success of the campaign, students will open their own business and operate a food truck.

Spanish	Humanities	Chemistry
<ol style="list-style-type: none"> 1. Examine the relationship between food and culture. 2. Explore the history of Latin America through the food. 3. Learn about the ingredients and preparation of foods from across Latin America, particularly street foods. 4. Engage with Spanish-speakers (owners & consumers) of food trucks / loncheras. 5. Explore marketing to Latino/Spanish speaking population. 6. Master the ability in Spanish (in culturally competent ways) to order food, take orders, and operate both as consumer and provider in food service industry. 	<ol style="list-style-type: none"> 1. Explore the effects of colonialism, imperialism, war on food. 2. Examine the evolution of food and the food industry. 3. Develop an understanding of current food movements & controversies in the food industry. 4. Learn to do ethnographic work (qualitative research re: cultural group / phenomenon) & to represent research in an innovative & informative fashion. 5. Learn the ins and outs of entrepreneurship. 6. Examine the relationship between food & social justice. 7. Business Dev. & Execution - How to...Non-Profit Start Up 	<ol style="list-style-type: none"> 1. Molecular gastronomy 2. Fermentation 3. Vegetables, Baking, Sauces 4. Candy 5. Physiology <p>Topics covered in the above units:</p> <ol style="list-style-type: none"> 1. Classes of organic compounds 2. Covalent and ionic bonding 3. Polarity 4. Solubility 5. Diffusion 6. Temperature 7. Polymers 8. Boiling point elevation & freezing point depression 9. Reaction types and rates 10. Role of catalysts 11. Inquiry investigations <p>** See Chemistry handout.</p>

Deliverables:

1. Students will shadow an existing food truck operator in San Diego for a day.
2. Students will create a docu-website showcasing the food truck operators of San Diego.
3. Students will participate in three food challenges that engage their creativity and stretch their comfort zone when it comes to food preparation (chemistry, fusion food, L.A. street food).
4. Students will create kickstarter campaigns (concept, video, handouts, etc.) to be considered for launch. This campaign will include developing their own 'signature' recipe to be sold in the truck and describe the chemistry involved (see *Handout: Food Truck Campaign*).
5. Students will navigate the permitting required and day-to-day operations of the food truck.
6. Students will engage with professionals to learn about food safety, food preparation, starting a business, etc.
7. Students will keep a cooking journal in which they document their notes, experiments, recipes, and thoughts on food they eat and create.
8. Students will participate in an open online course from Harvard about the science of food.
9. Students will be able to demonstrate their ability to place and take orders in Spanish, to identify and describe food items found in Latin American restaurants / homes, and to cater to a Spanish-speaking audience when serving food.

Timeline: Approx. 10 months

Semester 1

August 26th - October 4th	Field Work & Docuwebsite development
October 4th - October 30th	Small Group Kickstarter / Indigogo Campaign Development
October 31 - November 22nd	Whole Class Kickstarter / Indie Campaign - Preparing to Launch.
December 4th	LAUNCH Kickstarter or Indiegogo Campaign
December 19th	All School Exhibition
January 4th	END Kickstarter or Indiegogo Campaign

Semester 2: Buy food truck (if campaign successful & engage in business development)

Monthly To-Dos (This is a rough list, as many possibilities will still arise).

September:

- Examine food history & controversies in food truck / food service industries
- Learn about and develop skills for ethnographic field work
- Job shadow food truck operators
- Work on SD food truck docusite
- Introduction to molecular gastronomy - chemistry
- Intro to Latin American Foods & Latin American food exploration / challenges
- Explore & Food Inventions that have shaped history.

October:

- Finalize docusite
- Visit Suzie's farm / Visit Commissaries
- Introduction to fermentation - chemistry
- Generate buzz for kickstarter campaign / analyze successful campaigns
- Entrepreneurship 101
- Small group Kickstarter / Indiegogo development (See Handout)
- Students take EDX course on science of cooking (at least parts of it)

November:

- Finalize small group campaigns & selection of final class campaign
- Whole class Kickstarter / Indiegogo development
- Work on Documentary / Committee work
- Introduction to baking/dessert chemistry

December:

- December 4: Launch Kickstarter Campaign! (thru Jan. 4th)
- December 19: Exhibition
- Chemistry of candy (just in time for the holidays!)

January:

- January 4th: Start the Food Truck buying / outfitting process.
- Introduction to food allergies & physiology
- Apply for 501(c) status

TBD: The effectiveness of our campaign will shape our 2nd semester. We'll need to work hard and work as a team in order to create a successful campaign. The possibilities are endless.