

Hazon CSA Program Bank

Title: Eco-Tu Bishvat Seder

Location: Hazon CSA Berkeley, Cong. Chochmat HaLev

More info / Questions: Josh Miller – josh@joshandrachel.org

Program Description

A Tu Bishvat seder planned by and for Jewish young adults in their 20's and 30's. This event was a collaboratively planned by Hazon CSA members in partnership with several other local organizations.

Program Objectives

- Bring together 20-30 somethings in the San Francisco Bay Area
- Teach participants about Tu Bishvat
- Engage participants in thoughtful conversations about their food choices and how those choices impact themselves and the environment.
- Model a “green simcha event” by taking extra efforts to account for environmental impacts and minimize waste.
- Educate participants about Hazon CSAs

Planning Description

There was a committee of ten core planners who met on conference calls every week or so for the two months preceding this event. These planners were a mix of program professionals from the seder's key sponsors and volunteers who offered to help out. This team did all of the planning work and helped prepare for, set-up, lead, and clean up after the event. In addition, another 15 volunteers came an hour and a half early to help set up the space.

Marketing

Marketing began 8 weeks before the event. All marketing was done online via emails, blurbs to partner organizations' listserves, Facebook, on blurbs on partner websites and blogs. The paper-free marketing helped model the event's green focus. Also, since the event was geared towards 20-30 somethings, it could be assumed that the majority of potential participants have regular access to the internet. Word-of-mouth marketing was also important for this event, as well as two articles that appeared in the local Jewish news.

Program Details

The Bay Area Eco Tu Bishvat Seder was a large scale gathering (160 participants) of Jewish young adults in their 20's and 30's in San Francisco. Participants were asked to bring their own silverware and dishware and then arrived to a banquet hall whose tables were pre-set with Tu b'shevat haggadot, wine, juice, challah and platters overflowing with washed whole fruits, nuts and olives. During the seder, participants cut up and shared the food, drank wine, participated in guided discussion with one another, sang, danced and planted seeds. At the end, they were asked to make one commitment of something they would do in the year to come to minimize their impact on the environment.

Educator

There were three lead educators on this event, all of whom were also co-planners for this event. Every seder will be different, and therefore require different leadership. You can either have one (or a few) lead educators who coordinate the majority of the seder education, or go “potluck” and ask participants to prepare materials, which can then be organized into the seder structure. If you plan to have only one leader, make sure he/she organizes participatory material – the more group participation, singing, movement, etc. in a Tu Bishvat seder, the better!

Location

The seder was held at a community center in the Bay Area. The space should be large enough for participants to interact and move around. Finding ways to bring a “homey” feel to the location – with

decorative pillows, tapestries, candles (lit or unlit), small chairs, etc. adds an important element to participants' experience. If possible, the location should be easily accessible by public transportation.

Materials

- **Seder Fruits/Nuts:** Check with your Tuv Ha'Aretz farm about donating apples. The rest of the fruit/nuts will likely have to be purchased at a supermarket or coop.
- **Other Snacks:** Make sure you have hummus, bread, cheese, and other things to fill participants' bellies in a sustainable, wholesome way.
- **Wine/grape juice** – This group purchased 70 bottles of wine and grape juice (1/2 red bottles and 1/2 white bottles - some of it from Four Gates kosher, organic Winery) for the evening.
- **Seder Materials** – These will vary widely, depending on how you plan your seder. See the sample Haggadah used by Berkeley for ideas.

Costs

Pro-bono Instructor – \$0

Seder Fruits/Nuts - \$300

Other Snacks: – \$250

Wine: \$620

Materials (seeds, soil, planter cups, platters, washing bowls, name tags, drums, shakers, wine bottle openers, kippot, pens, etc) - \$100

Copying costs - \$50

Paper Goods (plates, cups, compost bags etc.) - \$75

Total: \$1395

Revenue

The event cost \$10 per person and generated a total of \$1,600 in admission fees. Costs were also funded through small grants (\$100-\$250) from a variety of synagogues and Jewish organizations in the area. Additionally, EatWell Farms (Berkeley's Tuv Ha'Aretz partner farm) donated local, organic apples

Jcarrot Blog Post About Event:

<http://jcarrot.org/eco-tu-bshvat-seder-in-the-bay-area-a-new-wave-on-the-west/>

[LINK TO PDF OF HAGGADAH!!]

http://www.joshandrachel.org/documents/tu_bshevav_haggadah.pdf